

vate club professional indicated that the maximum decrease of 5% would be a reasonable estimate.

There has been no reluctance on the part of the interviewed pros to report a slight decrease in volume of shop sales. The decrease, however, has not been anything like as great as they anticipated during the winter of 1948. There is no discouragement in the pro shops due to this 5 to 10% decrease in sales and indications for the future are all optimistic. Credit and collections have been satisfactorily maintained.

There is no doubt that the greatest shop developer is being overlooked by the majority of pros in this section when they fail to capitalize upon the benefits to be received in active participation in junior programs. This work is certainly being neglected by all pros, both municipal and private clubs, and until it is capitalized upon this future shop builder will refuse to pay the proper dividend that could be realized by reasonable effort with the youngsters.

Eddie Duino, San Jose (Calif.) CC.—Play this year is about the same as 1948. Pro-shop business is holding very close to the 1948 volume. Any decrease would be less than 5%.

In our area, quite a few of the clubs have either built a new pro shop or remodeled the old one. Consequently neater displays have created more sales. In my case, the club built me a new shop costing approximately \$14,000 and, as a result, I know that we are ahead of last year, and if it weren't for that, sales would be definitely off, as business in general in our area is about 12% off. By reason of the general tightening of business conditions I know the boys are all watching their inventories and this has helped their profit column.

As for 1950, I think the pro-outlook is good. However, I feel that it is going to take a lot more application in the way of developing activities, rendering better service, being a lot more cautious in buying; as prices are going to fluctuate and the individual that overbuys is apt to get caught on price changes. By the trend that has already developed in the way of close-out merchandise, it is very apparent that manufacturers are over-producing the market, and this will force prices down. By reason of the healthy condition of the pro-manufacturers relations, the golf professional is in an excellent position to take advantage of the opportunities and keep abreast of the competition that cut rate stores offer.

John Budd, En-Joie GC, Endicott, N.Y.—Play was 10 to 15 per cent greater than 1948, or for that matter for any past year.



STROKONTROL

HELPS YOUR PLAYERS
REDUCE STROKES
LOWER SCORES

by

Making them start back swing properly;

Making them break their wrists correctly;

Keeping them from over-swinging;

Causing them to follow-through

for

More distance and better direction.

PRICED AT \$7.50

Liberal Discounts to Pros.

ELMACA COMPANY

62-64 Main Street
BRADFORD, PENNSYLVANIA

ELMACA CO.

62-64 Main St., Bradford, Pa.

Name _____

Club _____

Address _____

City _____ State _____

Color—White ☐ Flesh ☐

Size of arm: (Accurate Measurements Important) Each Strokontrol Tailor Made.

3" above point of elbow _____

3" below point of elbow _____

Send Check or Money Order
with Your Order Blank



"HURRY, HURRY, HURRY, NEIGHBORS!"

The glad, mad cry of the golf salesman in full-tongued pursuit of advance orders again rends the autumn air. The boys are showing the pros nice fresh clubs, bags, etc., which should boost 1950 business when presented to the eventual buyers with the display and other merchandising push smart pro merchants employ in their retailing. In this typical scene of a manufacturer's salesman showing his goodies to the handsome, smiling pro, Bob Hoffner, Kroydon's Pennsylvania representative (right) is telling the wonders of the stuff to Ken Milne (center) pro, Easton (Pa.) CC, while Tate Chiles, Kroydon's new man in the Missouri, Iowa, Minnesota territory listens to the patter and does the writing when Ken says "uh huh, O.K." to Bob.

There was a great upturn in new golfers who are just taking up the game.

Golf business in the shops averaged about 10% or slightly more under 1948. Greatest lag seemed to be in clubs and bags. Ball business, accessories, lessons, rental carts and rental sets were same or above 1948.

Golf promotion by individual pros seems to be on upswing. We had clinics and PGA sectional programs. Many of us used newspaper columns to build interest. Stress was placed on how easy it was for the novice to try golf. Rental carts and moderately priced golf balls were stressed. New players were invited to go out for a trial round with a friend. We tried to show that it was not necessary to take dozens of golf lessons to get started. Tried to make it simple and easy.

Next year we will concentrate on publicity through the newspapers and will continue with the three a week columns in local papers covering golf activities, simple hints for better golf, names of golfers, what they are doing and narratives of golf from the pro angle.

Our merchandising program will be aimed at moderately priced goods; with emphasis on close-out buys if they are available. We will continue to carry a good solid inventory throughout the season and will follow our old system of trade-ins, good terms for payment, and allowing the player to hit a few shots with the clubs that are desired.

Our teaching methods will be made more simple all the time. We will strive to teach as much as possible in the least number of lessons. We have found that if a player can get a sound start in four to ten lessons they play more and develop faster. We stress, practice, play, and lessons in equal proportions.

Our own golf shop will continue its aggressive spirit of giving service, developing younger players, giving fast and efficient interpretation of rules, sound tournament management and being ready at all times to carry through a snappy golf program. We have found that aggressiveness in our pro dept. is the best policy. It gains support and keeps us in the golf spotlight.

"Pat" Markovich, Richmond (Calif.) GC.—In Northern California the public links are setting record after record. Private courses are holding their own. With a limited membership there is very little room for fluxuation.

We can go on record showing an increase in the number of players and rounds played. Pro business, in general, has shown a decline. A noticeable decline has taken place since last September—1948. The boys have to really sell this year. It is safe to say that our volume of business will be approximately 20% lower than in 1948.

To stimulate business many avenues are open. Advertising has been the professional's weakest point. The professionals must be shown the value of advertising. This is true for the private club professional as well as the public course pro.

Follow up on sales is another point worth mentioning. The professional should be doubly certain that the member is fully satisfied with his purchase. It makes no difference whether the member made his own selection or the professional did it for him. Either could make a mistake. A satisfied customer is your best ad.

Pro shops should have a variety of makes and models. Pushing one make

or brand is poor business. Demonstration sets of each popular make should be available for the undecided customer. A good time-plan for payments is now a must in many shops. Equal attention should be given to every member.

Playing with three different members each time the professional leaves the tee is a good method of selling merchandise. Sunday afternoon clinics, Ladies' Day clinics, Junior classes and coaching local schools are all good promotion schemes.

Pat Patten, Orinda (Calif.) CC.—Play fluctuating very little—holding up quite well. My net figures in business off 30 per cent which I feel is quite natural. It took the last two to three years to catch up on back orders—we have now reached the saturation point. It now becomes necessary to apply salesmanship.

The pro merchant now finds it necessary to get back to fundamentals of professional golf, concentrate on lessons and club care, and stock accessories all golfers use such as shoes, belts, caps, underwear, socks, etc. which in the past have been purchased down town. This is a relatively new type of merchandising for the golf professional in the last few years. Now is the time for him to make an all out effort to capitalize on the opportunities it offers.

2 BIG MONEY MAKING PROPOSITIONS FOR PG's

PROPOSITION #1

SELL THIS MODEL K-KART

Lightweight and beautiful. Weighs only about 10 lbs. Fits every size bag ... attaches permanently. Can be collapsed in 10 seconds.

Special bracket feature available (at no extra cost) adapts K-KART for use with Pipe Organ Bags.

K-KART and bag fit easily into average locker. 10 inch ball-bearing wheels with semi-pneumatic tires. Heat treated aluminum castings and tubing. Tarnish proof. Fully guaranteed.

Retail Price, F.O.B. Chicago **\$25.95**
Slightly higher in Western States.
40% Discount to P.G.'s



PROPOSITION #2

RENT THIS MODEL K-KART

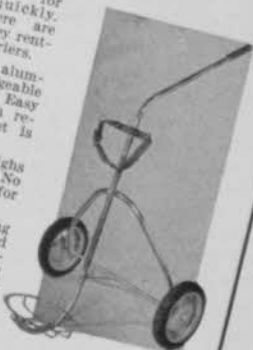
K-KARTS pay for themselves quickly. P.G.'s everywhere are making big money renting golf bag carriers.

Made of strong aluminum. Interchangeable parts. Low upkeep. Easy to make your own repairs. Steel basket is easily replaced.

Perfect balance. Weighs only 10 pounds. No stooping necessary for player.

10 inch ball-bearing wheels. Factory packed with water and heat resistant grease. Tires are rolling.

Price to P.G.'s
F.O.B. Chicago net **\$12.50**



KUNKLE INDUSTRIES
2358 CLYBOURN AVE. CHICAGO 14, ILL.



MacGREGOR REPRESENTATIVE USING NEW MOBILE SALESROOM

Ock Willoweit, MacGregor Golf Company's pro sales representative in the Ohio, West Virginia and Pittsburgh territory, has started on his Fall trip with his new mobile salesroom. The 15' trailer carries the complete 1950 golf club, golf ball, golf bag and accessories, and sportswear line, and will drive right up to the Pro Shop door. (L) The new mobile show room getting its final inspection, before going on the road, from (left to right) Robt. D. Rickey, Pro Sales Manager, Stan Clark, Credit Manager, and Ock Willoweit. (R) An interior view showing the 1950 woods and golf bags in the rear of the trailer.

Johnny Cochran, Greenwood (Miss.) CC.—My play has been about 60 per cent of last year and business volume is down 50 per cent. This is due to three factors, namely: 13 consecutive rainy weekends, failure of the cotton crop in this vicinity, and the decline of business conditions in general. At present the situation looks bad for 1950 with crop failure forecast for the next 12 months.

John MacRae, Mankato (Minn.) CC.—Play was 15% better this year. Business volume up 20% over 1948. My lessons were up. Ball sales down 15%. Club sales and bags up 25%. People are learning the pro shop is the best place in which to buy golf equipment and accessories. Meeting store prices on the same quality goods and carrying pro line equipment stores are unable to sell gives the golfer a range of merchandise and service that can be obtained only in the pro shop.

Tom Donahue, Municipal GC, New Haven, Conn.—Our play has been greater in '49 than in '48. Pro shop business has been off some, possibly 15 to 20%. I feel personally that '50 will be a great golf year and that with proper lesson promotion and a full knowledge by the pro of manufacturers' ideas and improvement in club design, 1950 can be one of the best years in golf.

Maurie Wells, Cascade CC, Grand Rapids, Mich.—Our play has been as heavy as any year we have ever had. Of course, we had exceptionally fine weather this season—hardly a day lost because of rain or weather. Business has been very good but not quite up to last year—a slight decrease in club sales with other

items totaling about the same as in 1948.

Charles H. Lorms, Columbus (Ohio) CC.—Number of rounds of golf played is approximately the same as last year. My business is off about 18%. Personally, I believe the lower volume of business is a normal condition—it isn't any more than we should have expected. 1948 was an unusual year and there was a terrific market for equipment that we had been unable to get for our customers. Naturally when we were able to get it we had what I consider an unusually good year. We have gotten back to what we must recognize as a more normal condition.

I have tried to widen the range and variety of accessory items for sale in my shop, i.e. shirts, T-shirts, slacks, shoes, belts, caps, hats, socks, rain wear, umbrellas, neckties, etc. I am not a believer in any high pressure methods of getting additional business. There is danger of becoming unpopular in being too aggressive in going after extra business. In the large majority of cases the average member prefers to give the pro his business because the pro is in a position to give the best service. His knowledge of the customer's requirements plus the natural desire of the member to do business with the pro is a valuable advantage which gains for the able man better than a fair share of business. It is my belief that the opportunity to serve must be carried out conscientiously. The old saying about a satisfied customer being the best advertisement has a lot of merit. I have found that my members sell as much merchandise for me as I am able to sell. High pressure or unfair methods could easily destroy this highly desirable relationship.

Plan on **LEWIS** **WAS** **HES** *at* **EVERY** **TEE!**

The BEST COURSES PROVIDE LEWIS WASHERS at every tee!

August Nordone, LaFayette CC, Jamesville, N.Y.—Play has been very heavy in this whole section. We have had to add nine more new holes. We have grown from a club of 50-60 players to 195. Public courses crowded to the point where starting time reservations are necessary. Drumline course has built 18 more holes and we need another public course.

Shop business has been very good, but then I've found shop business is as good as the pro makes it. Often a player will want some item that we do not have in stock. By keeping a supply of one cent post cards on hand and ordering immediately in the presence of the member we have picked up business that otherwise could easily have passed into the limbo of wishful thinking.

Len Mattson, White Bear (Minn.) Yacht Club.—Play is about the same as last year. Pro shop business off about 25%. I'm concentrating on women's and junior golf promotion. I think a big field for the golf pro is in teaching technique—not for the 78 shooter but for the 90 and over class. My own ideas along these lines are a combination of Joe Novak's idea of teaching by position rather than feel followed by Ernest Jones' doctrine of swinging the clubhead. It isn't the type of swing one teaches, but how it is taught, that is effective.

Charles L. Burkart, Elmcrest G&CC, Cedar Rapids, Iowa.—Play and sales in the pro shop at Elmcrest have been very good, comparing them with last year. I would say they were better if anything. There has been heavy interest shown in the clubs in this vicinity by the ladies, due to clinics and extra activities on their respective special days. Due to the PGA clinics in the spring the children have been quite interested and their interests holds well throughout the season.

Golf in Cedar Rapids, however, has had a severe setback. We have two 18-hole private courses and only one nine-hole public course. Formerly one of the private clubs was open to the public but this has since changed with play now restricted to membership. The result—a great number of public golfers in the city have put away or sold their clubs.

Bill Gordon, Tam O'Shanter CC, Niles, Ill.—Play in Chicago clubs was 15% ahead of last year. Sales volume seems to run about 5-10% off but individual sales were 10% ahead over 1948. My sales run about same due to success of tent in Open.

My lessons and club care are more than last year. My outside business is off but service to members kept my club sales ahead.

In selling this year it was necessary to give more personalized attention and to satisfy the customer that what he was getting was better for his game than equipment he was using. In sportswear novelty in apparel helped volume.

Lessons and club care are always well up on profit column and should always be worked to fullest extent when business lags. This is done only by free tips to show that the pro has the ability to help the golfer get more enjoyment out of the game. With new line of manufacturers models 1950 should show a good increase.

Gordon Haberkorn, Somerset CC, St. Paul, Minn.—Our play is down 25%, some of which is due to the remodeling of the course begun last spring. Business is down about the same percentage with golf clubs accounting for most of the drop. Sportswear sales rose due, in great part, to remodeling of golf shop where I can now display merchandise on open tables and shelves.

Paul Scott, Griffith Park, Los Angeles, Calif.—Play has fallen off 10% during

The Dragmat To Use With Your Aerifier

Reg. U.S. Pat. Off.



The Aeri-Linx is a wire fabric mat to break up soil cores brought to the surface by aerifying. Dragging with a wire mat also helps to get fertilizer or lime down into the holes. The Aeri-Linx is large for rapid coverage and light weight for convenient handling.

West Point Lawn Products.

West Point, Pa.

week days but remains at a maximum on Saturdays and Sundays. Pro shop business will be off 10% from last year. Our most effective means of developing a growing interest in the game and bringing out new recruits has been the use of Television programs and instruction, free clinics, free instruction to boys and girls and class lessons to women at \$1.00 per person. Next year the big emphasis will be on using more salesmanship. We are doing everything to give such good and courteous service that the customer will buy from us if he is going to buy at all.

Expect business for 1950 to be off about 10%—to offset that we are all going to work harder—talk golf, think golf, and sell golf. The picnic is over. We are going to tighten our belts and work.

Art Ingleston, Rochester (Minn.) G&CC—Play is gaining each year. Our play is better although we have lost 37 members. My sales are down from last year but my club rack is way up and my over-all business is about the same. I have hit on an idea that meets with great favor with my members. The nines have been changed around so that I have a new shop on the old No. 10. I have made a little park with umbrellas, chairs, etc. that provides a convenient meeting and gathering place. I read an ad listing golf movies that were available. One of the members had projection equipment, liked the idea of showing outdoor movies, and our idea was launched. I have had movies once a month and the number of people who came and asked questions was amazing. I'm planning a complete program for next year.

Floyd Hamblen, Tipton (Ind.) GC—Play at Tipton is up approximately 10% over the play of 1948 which was better than any previous year. I don't believe I will have a great deal of difference in pro shop business. The drop I've had in club sales will be offset by an increase in ball sales and accessories.

I've continued my group junior golf classes this year again which I held weekly with attendance running as high as 25. Able to get a high school golf team organized this year for the first time since the war.

The course here is fairly flat—ideal for cart use—by investing in good carts I've gotten a good return in rentals. My assistants are instructed to give cart service the same as if the bag goes to a caddy. They strap the bag to a cart and have it ready to go. When the round is finished the bag is returned to the pro shop for cleaning and storage. I think other pros could benefit by investing in good carts and keeping them properly maintained and serviced.

Tony Butler, Harlingen (Texas) CC—Play increased by 15%. Pro shop business increased 10%. Expect to go heavy on junior golf promotion next year—giving free instruction in the schools. I believe pro business will increase in 1950.

Bill Hardy, Chevy Chase (Md.) Club—Increase in play of 15%. Sales for nine months this year lower than 1948. Increase in ball sales six per cent. Club sales lower by 30%. Increase in club storage of five per cent. We carried more golf accessories this year. Next year we plan to carry a larger variety and to push club repair and replacement. Anticipate more sales in 1950 but don't believe we can equal 1947 and 1948.

George Lake, Recreation Park GC, Long Beach, Calif.—Rounds of golf in Southern Calif. are a little ahead of last year at all courses. Most of the private clubs have a waiting list and the ones that were crowded before the war have now dropped the associate membership deal and are limiting play only to regular members. There is no reason why play in this area should not be on the uptrend when one takes into consideration the lack of courses and the large number of people entering the state each day. Comparative figures on play at Recreation Park for '48 and '49 are as follows: 18-hole course, 46,531 rounds in 1948, 47,458 rounds in 1949. 9-hole course, 43,096 rounds in 1948 and 46,466 rounds in 1949. About 40% of this total was chalked up in the two months of July and August, due to weather, vacations and longer days.

Business has been about the same this year as last after a 10 to 12% drop from 1947. I have noticed that the amount of a sale is smaller now but there are more of them. There seems to be a lot of beginners—mainly women.

I think that shop business all over this area is about the same although some of the boys have indicated a decline during the past month. I expect business to hold up because of the interest in the game and the fact that people can again get started without a big outlay of cash. Of course, it takes more salesmanship now than it did during the war.

My junior series was very successful this summer and netted quite a few sales plus many private lessons. I run two sales a year during the spring and fall as a clearance of old, shopworn and slow moving merchandise. Have been advertising in the local paper on the want ad page stressing the fact that we sell new and used clubs and accept old clubs in trade. This has been profitable. Have always sold all merchandise at the established price and when we get a close-out

ROTARY SOIL MACHINE

MIXES and SCREENS

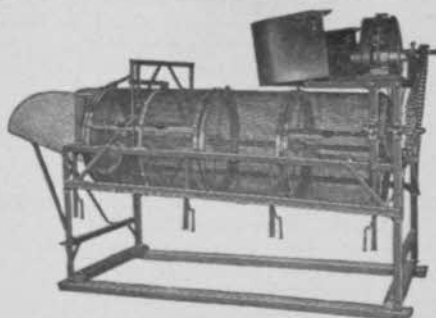
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

JOHNSON CITY, NEW YORK



we sell at a reduced price rather than leave the old price on the item. We continue to sell merchandise script to the ladies for their weekly ladies day prizes so they can save the tickets until they can buy something worthwhile.

Courteous and prompt service plus efficient operation of the business the same as any lawyer or doctor as to appointments plus courteous dealing is the only way to operate.

Harry Whiteman, Morgantown (W.Va.) CC reports they have had the best year in the history of the club — **Ed Tabor, West-shore CC, Camp Hill, Pa.** says records show 10% increase in play and drop of 25% is expected in pro shop business. Play at the **PGA National GC, Dunedin, Fla.** has more than doubled this year, including the summer months, according to **Alex Cunningham.** Play has increased 20% and pro shop business is up 15% at the **Country Club of Lincoln (Nebr.)** where **Bud Williamson** is pro.

TURF ROUNDUP

(Continued from page 41)

New Jersey Experiment

Station (a year) \$ 600.00

Joint Research Grant between USGA and U.S. Department of Agriculture from Service Offset Funds. This will have to be discontinued for lack of funds

Rhode Island Experiment

Station (a year) \$ 300.00

USGA Green Section Research Grant for breeding superior Velvet and Colonial bents

Univ. of Massachusetts (a year) \$ 300.00

USGA Green Section Research Grant for studying the performance of *Zoysia japonica* with cool-season grasses

Cornell University (a year) \$ 300.00

USGA Green Section Research Grant for studying the performance of the Mole-Drain in turf areas

Look at the **SAVINGS** you get with
—THE "HENRY" GOLF BALL WASHER—
HENRY'S "TENTH" year of sturdy service
HEAVY GAUGE PRESSED "STEEL"
Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is sloop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp.

Attractive — stays tidy — easy to drain
and refill — Allen Set Screws make them
theft proof

PRICES F. O. B.
Waukesha 5, Wis.

A. C. SCHENDEL, Distributor
HENRY GOLF BALL WASHER
WAUKESHA 5, WISCONSIN

BALL WASHER . . . \$12.75
Tee Data Plate . . . \$ 1.25
Waste Paper Cont'nr \$ 2.35
Complete Tee
Ensemble . . . \$16.35

HENRY TEE ENSEMBLE
includes - Ball Washer, Tee
Data Plate and Waste
Paper Container.
Send score card when
ordering Tee Data Plates.



Georgia Coastal Plain Experiment Station (a year) \$ 400.00

USGA Green Section and U.S. Department of Agriculture joint Research Grant to study the development of superior southern turf grasses

Florida Experiment Station (a year) \$ 300.00

USGA Green Section Research Grant, to provide nursery material for distribution and to study performance of southern turf grasses

Texas Experiment Station (a year) \$ 300.00

USGA Green Section Research Grant, to study fertilization and other management practices on bermuda turf

Oklahoma Experiment Station \$6,474.68

Research Grant to study control of bermudagrass. Funds provided by Tulsa Golfers' Fund for War Wounded

Missouri Experiment Station

Research Grant to study performance of warm-season grasses for tee and fairway turf

Funds provided by clubs in St. Louis District... (a year) \$ 400.00
Supplemented by Midwest Regional Turf Foundation funds (a year) \$ 500.00

Purdue University \$4,500.00

Joint Research Fellowship between USGA Green Section, Indianapolis District Golf Association, Indiana Golf Association, and Midwest Regional Turf Foundation, for 3 years, to study combinations of warm-season and cool-season grasses for tees and fairways

Michigan Experiment Station \$4,500.00

Joint Research Fellowship between USGA Green Section, Detroit District Golf Association, and Midwest Regional Turf Foundation, for 3 years to study fairway management

Supplementary funds are being provided for the several stations by these organizations:

Pennsylvania — Golf Association of Philadelphia.

New Jersey—Metropolitan Golf Association, New Jersey Golf Association.

Rhode Island—Samuel S. Clapper Memorial Fund, New England Golf Association.

University of Massachusetts—Massachusetts Section of New England Turf Association.

Georgia—Southern Golf Association, Southern Turf Association, Masters' Tournament.

Texas—Texas Turf Association.

Oklahoma—Oklahoma Turf Association.

Commercial concerns are contributing large sums of money for special grants to do specific lines of research. No information is at hand to indicate these amounts at the various stations.

The Green Section periodically is asked to increase its financial support at certain stations. The answer to such a request must be based on these factors:

1. Amount of money available
2. Satisfactory progress on the project selected
3. Extent of application of findings over a broad area

The Green Section prefers to contribute its limited funds to a project that, wherever possible, lends itself to a research fellowship. This means that the funds of Green Section must be supplemented by funds from local and state turf interests. A research fellowship leading to a Ph. D. degree requires a minimum of 3 years and \$4,500. These funds must be assured before the fellow and the project can be selected.

The shortage of funds makes it necessary that the Green Section budget be reimbursed for any funds expended for travel. Exceptions are the two official visits to clubs which have been selected for USGA tournaments.

Equipment Developments

"New" developments within the past year include the following:

The fairway mower that cuts the grass before the tractor rolls over it,

The mole-drain that fits the Aerifier frame,

The Flexi-comb that controls crabgrass mechanically, and

Hand-operated tubular-tine forks.

We use the word "new" advisably because it is the tool that is new—not the principle. The push-type mower is old in principle; so is the mole-drain, the comb, and the tubular tine. These are improvements with adaptations to modern turf maintenance. Mechanical aids are essential to low-cost and efficient management.

Recently we saw a new sod cutter that is self-powered. We have not seen it in operation but the principle is good.

Since U-3 bermuda and Z-52 zoysia are proving so useful in the crabgrass belt we have been studying rapid, low-cost methods of planting these grasses into existing turf without interruption of play. The mole-drain offers one simple solution to

SKINNER

sprinklers and snap valves are the choice of leading clubs

Nearly a half century of research and engineering are behind each Skinner Sprinkler. Years have been spent developing and improving the Skinner line to meet golf's varied and exacting needs.

Single units or complete systems available, with these outstanding features. lightweight . . . trouble-free operation . . . easily adjusted rotation speed . . . all parts brass, bronze or stainless steel. Write for data on the finest "tee to green" irrigation equipment—SKINNER.

The SKINNER IRRIGATION COMPANY
415 Canal St., Troy, Ohio

SKINNER—Pioneer and Leader in Irrigation for nearly half a century.

the problem. Another good possibility is that of setting 2-inch plugs. Methods of vegetative planting will become increasingly popular until seed of these grasses is available, which may be many years.

The Aerifier represents the most important advance in soil conditioning and turf maintenance in many years. Some greenkeepers regard it as their most valuable piece of equipment. Its use results in saving rainfall, providing deeper-rooted turf, requiring less irrigation water, and improving soil structure. In a renovation program it has no equal for preparing the soil to receive seed.

Fertilizer Education Advances

The general tendency on specialized turf is to underfeed and overwater. A better balance is needed. Great improvement can be seen as the result of education in this field.

The "new" fertilizer which we are watching with great interest is the Ureaform fertilizer, which is made by combining urea and formaldehyde. The product is a white powder containing up to 38% of nitrogen. It has controlled slow availability, and one application lasts through an entire season. It is non-burning on bent turf even at high rates. Ureaform is still in the pilot-plant stage and none has been released for sale. Cooperative

experiments indicate that it will be highly desirable for specialized turf.

It is encouraging that many clubs are discharging the practice of having a new green committee chairman every year. This news will be welcomed by many harassed greenkeeping superintendents. A good green committee chairman is almost as important as is a good greenkeeper.

Many readers undoubtedly will be disappointed to find so few specific details in this Roundup. In attempting to cover such a diverse subject, details must be left to specific articles, of which there will be many in the months ahead. Part of our job is not to tell people what to do but to help them to THINK and to ACT! Too many greenkeepers stay so close to the job that they sort of get out of the habit of thinking. One maxim to go by is to "Learn by the mistakes of others because you will not live long enough to make them all yourself." Another good principle to develop is to continually ask yourself, "Isn't there a better way to do it?"

Above all, we urge all greenkeepers everywhere to "Learn by Doing," and to try out a new grass or a new tool the moment they hear about it.

WHAT FERTILIZERS for your GREENS and FAIRWAYS?

Let

ARMS LABORATORIES
make a fast and accurate analysis
of your soil's requirements.

ARMS LABORATORIES

Consultants and Analysts

6121 Wentworth Ave. Chicago 21, Ill.

Same Day Shipment! GRASS SEED of "Known Quality"

Tested for Purity and Germination

Write for new fall price list on seeds,
fertilizers, and golf course supplies.

Stump & Walter

132 Church St. Dept. G New York 8, N. Y.

Manufacturers List 1950

Product Features

HORTON MFG. CO., Bristol, Conn., Herbert C. Lagerblade, pres., says: "We have entirely revamped the Bristol golf club line for the 1950 season. Our irons are more compact than ever, with short hosels and heavy weighted sole concentration. Even the face marking has been changed, at the same time conforming to the USGA specifications.

"The design of iron clubs over the past few years has been constantly changing. A glance at a pre-war iron will show convincingly how the trend has been toward the smaller, more compact heads, with less hitting surface than was formerly considered necessary. The new Bristol irons have all the new features, including the recessed neck construction, without going to the extreme goose neck style. The new Bristol woods have been streamlined so that they also look and are more compact and powerful than ever before.

"The shafts, made in our own plant, are of varying degrees of stiffness, so that the hardest hitter, as well as the 'week-end' player, can secure the whip he should have. The grips in our top lines are optional—high grade calfskin, as has been popular for years, or the new molded Golf-Pride cork and rubber type grip that is now in demand. Bristol clubs will have our new one-piece plastic end cap, which reduces the weight at the top of the grip, incidentally lowering the center of gravity so that additional weight is concentrated toward the head, where it should be. Another feature is the patented 'Hydro-Lok' on iron clubs; this is the method of attaching the iron head to the shaft without the use of a rivet or other mechanical contrivance. By this unique method of attachment, the head can neither turn nor pull out, and the appearance of the club is enhanced by the elimination of the crude, unsightly rivet that has disfigured so many clubs in the past.

"All of the above features are included in our Bristol 'Certified' line, which is sold exclusively to golf professionals.

"The year 1950 should prove a much better than average year for the pros throughout the country, for the downward trend in the sale of golf goods, we believe, is definitely stopped. The feeling of caution that was so prevalent over the

greater part of 1949 has now been replaced by a confidence that should be reflected in greater sales of high grade merchandise. This feeling should manifest itself in increased sales of golf clubs, bags, and sundries for the pro who carries a representative line of this type of equipment."

GOLFCRAFT, INC.—Chicago, Ill.—New line of Pro-Zone woods for pro distribution exclusively. Also new line of Pro-Zone irons with goose-neck and modified "compact" blade. Pro-only Heddon shafts with Power Shoulder reverse step-down and "hand action" feel. This pro-only shaft in F (Flex), M (Medium, S (Stiff), X (Extra Stiff). Swing weight, shaft flex and length are stamped on collar of each club and recorded at factory for accuracy of replacement. Standard grip is Veltex finest leather with cushion cork listing. All-Weather or Golf-Pride grips optional. Pro's name stamped on No. 109 models. Fred Haas, Sr., mgr., Golfcraft professional dept. says advance bookings of 1950 Golfcraft Pro-Zone woods and irons considerably ahead of early orders on 1949 line.

MacGREGOR GOLF, INC., Cincinnati, O.—MacGregor announces a completely new addition to its present line of golf clubs. Henry Cowen, pres., says the "MT" Tourney line, the new irons, are more compact, easier to use, and are designed to help the game of the average player. He details: All possible weight has been placed where it will do the most good—on the back of the blade directly behind the hitting area. Tests have shown that the added weight at this point enables the ball to be hit longer than with any other conventional iron. Main points of this new club:

1. Blade is more compact, yet hitting surface is the same as conventional blade.
2. New V-type socket reduces shanking area. There is less chance to hit hosel.
3. New power-set hosel enables hands to be in strongest possible position when ball is hit.
4. The point right behind the ball has been given all possible weight in the design of the new blade.

Entirely new wood models have been developed to complete the "MT" Tourney