

THE
FERGUSON

NIGHT CRAWLER

Green Aerifying Machine

**Fast -- Efficient
Economical**

"You got it!" and "That's it!", comments from the Greenkeepers who have seen it in operation.

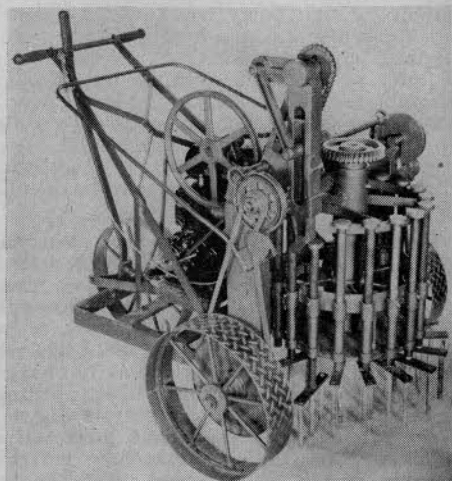
The *Night Crawler* takes the expense out of hollow tining greens and its *straight-in straight-out* action makes clean cut plugs leaving the putting surface undisturbed for immediate play.

The smooth, positive movement of the Night Crawler extracts 5½ inch plugs and at the same time moves forward at a steady walking pace removing 36,000 plugs per hour. See the Night Crawler demonstrated before ordering aerification equipment.

Shipping Weight 425 lbs.

Price \$415.00 F.O.B. factory

Patent Applied For



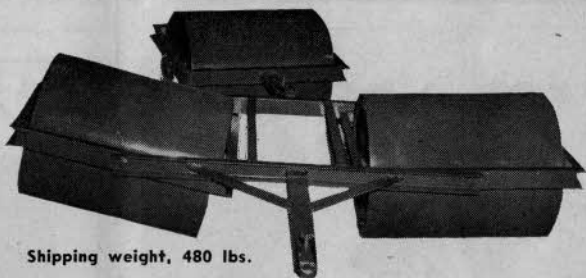
FOR BETTER GREENS — THE NIGHT-CRAWLER

By FERGUSON & SONS Turf Products Division

EAU CLAIRE, MICHIGAN

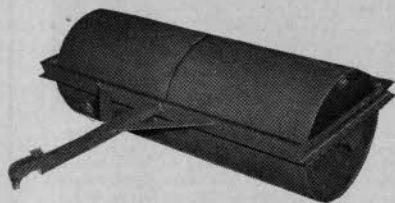
3-SECTION ROLLER

An 80 inch roller with full oscillation for all sections. Water ballast 12 gauge welded steel rollers with slightly rounded edges. Sand and dirt resistant alemite equipped hardwood bearings. Filled weight 600 lbs. per section. Frame of heavy welded steel construction complete with ball type hitch and mud scrapers. Painted rust resistant dark green.



Shipping weight, 480 lbs.

\$195.00 F.O.B. FACTORY



\$145.00 F.O.B. FACTORY

2-SECTION ROLLER

A compact easily stored five foot water ballast roller of simple rugged construction. Welded and tested 12 gauge steel rolls will stand many years of turf use. Grease fitting equipped, replaceable hardwood bearings. Welded steel frame complete with ball type hitch and mud scrapers. Filled weight 1200 lbs. Painted rust resistant green. Shipping weight 325 lbs.

Mfg. By FERGUSON & SONS

Turf Products Division

EAU CLAIRE, MICHIGAN

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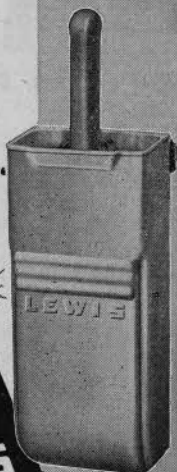
5440 Northwest Highway, Chicago 30, Ill.

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WASHERS**

\$8.75
at your golf supply dealer



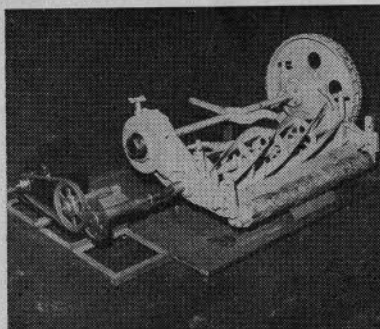
Los Angeles Times was asked and didn't know. . . Neither do we nor anyone of the many we've asked.

Earl Ross new pres., Metropolitan (N. Y.) Golf Assn. advised allowing play of juniors at half entry fees in MGA events. . . Ross also proposed Met district collegiate championship. . . Westchester County (N.Y.) Golf Assn. to have junior championship this year. . . Mesa (Ariz.) G&CC opens new course designed by Billy Bell. . . Tony Kaczinski appointed Mesa pro. . . Green Valley CC (Philadelphia dist.) new \$475,000 clubhouse to be opened soon.

Len Hazlett changing from Alcoma (Pa.) CC to Beechmont CC (Cleveland dist.) as greenkeeper. . . His son, Len, Jr., takes over at Alcoma. . . Emerick Kocis, recovered from war injuries, to be playing pro at Hillcrest CC, Mt. Clemens, Mich. . . Joel Bennett remains in charge of Hillcrest shop. . . Lilac Bros. opening new super golf range in Detroit district this spring. . . Michigan club pros active on winter tour this year include veteran Horton Smith, Max Evans, Bob Gajda, Lou Powers, Tom Talkington, Ray Marlan, Warren Orlick, Mike Dietz, John Barnum, Elden Briggs and Jack Orlick.

Wm. B. Langford elected pres. Illinois Seniors' GA which has filled membership

ATLAS LAWN MOWER LAPPING MACHINE



A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4 1/2" to 10 3/4". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

List Price, With Motor. . . . \$58.50

List Price, Without Motor. . . 39.00

Write for Bulletin.

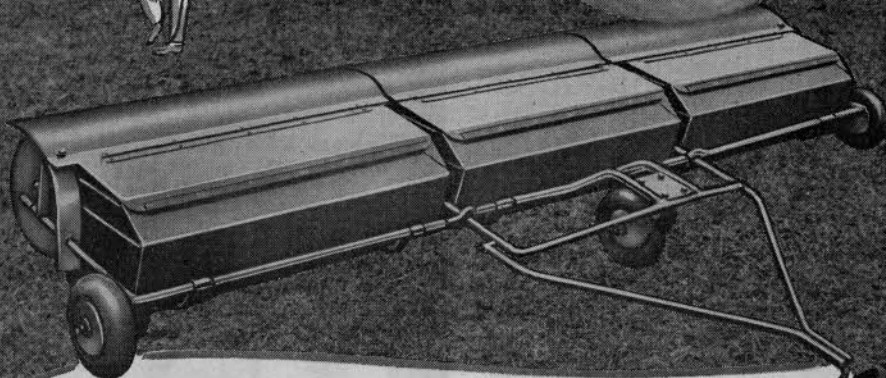
Atlas Lawn Equipment Co.

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St. Louis 24, Missouri

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The amazing FONKEN "PICKER-UPPER" affords the fastest, most economical method of retrieving golf balls ever devised. The machine operates with the effortless efficiency of a vacuum cleaner, covering a swath nine feet wide over every sort of terrain. Each golf ball in its path is harmlessly picked up and deposited in the hopper ready for speedy replacement at the tees. Here is quick relief for high labor cost . . . worries of back fence theft and needlessly high golf ball investment . . . and a way to substantially increase operating profits. The *original* automatic golf ball retriever, FONKEN'S "PICKER-UPPER" undergoes constant improvement through research and testing. Today over 500 owners testify to the machine's value on their driving ranges. A "PICKER-UPPER" can increase profits on *your* range too. Every aggressive range owner interested in making more profits will want a FONKEN "PICKER-UPPER" *now*. Order today direct from FONKEN MANUFACTURING COMPANY.

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for BETTER GREENS

Used and recommended by leading greenkeepers to get quick and permanent results on mineral deficient greens. A water soluble soil booster containing guaranteed amounts of nitrogen, phosphorus, potash, calcium, magnesium, sodium, sulphur, iron, manganese, boron, iodine, zinc, copper, molybdenum, cobalt.

Apply Trace-L with sprayer or proportioning devices that hook into hose lines. One pound makes 100 gallons. Your golf supply house has it in 15, 35 and 100 lb. drums — or write us for Dealers' names.

SARATOGA LABORATORIES, INC.
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MU 7-4998

of 268 and 60 on waiting list. . . Ray E. Jones, Indianapolis, elected pres. at organization meeting of Western Seniors' GA. . . Ted Wakely now sole owner, Chippewa CC (Toledo dist.). . . Ted bought brother George's half interest. . . George, sec., of Northern Ohio PGA and Chippewa pro for 12 years, has not announced his plans. . . Joe Miklosko will be Chippewa pro-gkpr.

Jimmy Lentz named pro at Bradenton (Fla.) CC succeeding Lloyd Sparrow who goes to Forest Hills GC, Tampa, Fla., as pro-mgr. . . Charles Harter, 1949 Indiana PGA champion, switches from South Shore, Lake Wawasee, Ind., to become pro at Dykeman muni course, Logansport, Ind.

Perry Maxwell, architect, at work on two courses he is confident will be outstanding jobs in their fields. . . One is 18 hole public course bordering Oklahoma City's new \$8,000,000 water supply lake. . . Other is 18 hole course for Oklahoma university at Norman. . . Ole Clark, 14 years at Lansing (Mich.) CC as pro, goes to Longmeadow CC, Springfield, Mass. . . Ed Gantz succeeds Ole at Lansing.

Michigan PGA sets 1950 Michigan open at Lenawee CC, Adrian, PGA at Midland CC, and Walter Hagen day at Tam O'Shanter CC, Orchard Lake. . . Joel Ben-

"QUALITY" POLES

Buy STANDARD Golf Course EQUIPMENT

"GOLFBALL" WASHERS

"ONE-PIECE" PUTTING CUPS

"TRUE-VUE" FAST COLOR FLAGS

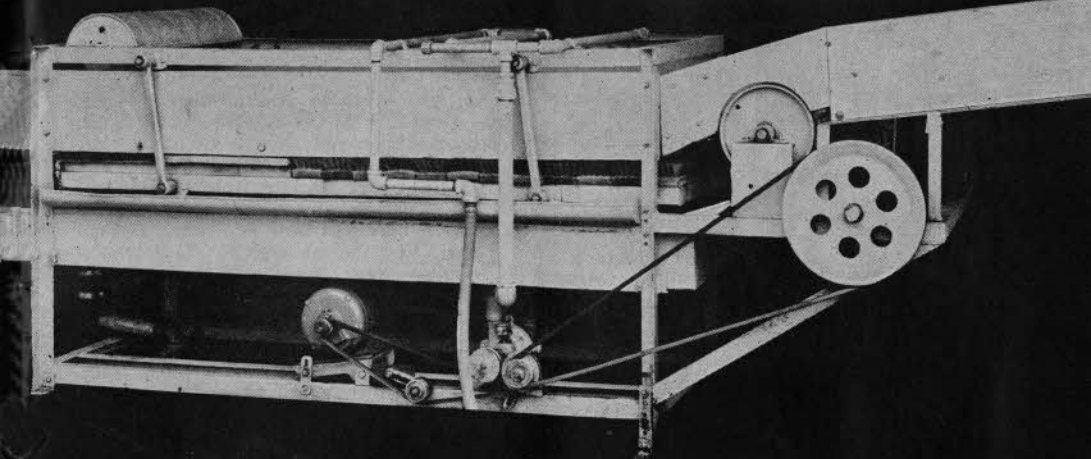
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Write for Bulletin "50" showing the complete and fully guaranteed Standard Line.

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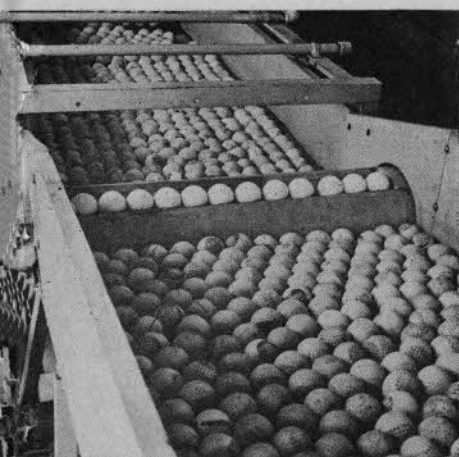
BE THRIFTY IN "50"



12,000 RANGE BALLS *Washed and Dried* **IN ONE HOUR**
... with the revolutionary new automatic

RAPID RANGE BALL **WASHER and DRIER**

*Here's the answer to a far-too-costly problem
 that has been eating-up every range owner's profits.*



SAVES TIME: Dump soiled balls into hopper, press starter switch and from then on the "Rapid" turns them out sparkling clean and dry — 12,000 an hour.

SAVES LABOR: No nursing or manual help required. The "Rapid" is completely automatic and thorough even to delivering clean, dry balls into bin or trays.

CUTS BALL INVENTORY: The speed, efficiency and completely automatic operation of the "Rapid" will keep you in ample supply of fresh balls with minimum investment tied up in golf balls ... and with less storage.

CLEANS 'EM CLEANER: Every ball is assured individual, all-over cleansing (without pressure on the balls) by their movement over a bed of high grade, durable washing brushes, actuated by sturdy, water-proof motor. Yes — those that are mud-caked, too.

PRICE — \$475, FOB FLORIDA

\$150 deposit with order; balance COD.

Order now to assure early Spring delivery.

The "Rapid" will earn its cost in one season's operation—relieve you of labor worries—win the praise of your players. See how quickly you can cull for rejects and repainters as the balls turn over-and-over in plain sight.

Send for illustrated folder describing features of the "Rapid" and its operation.

WALTER RUESCH

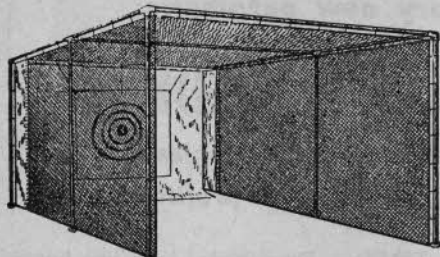
Skokie Blvd. and Golf Rd., Skokie, Ill.

BETTER PLAYERS make CLUBS PROSPER

That's why so many clubs make it easy and convenient to take lessons and practice in

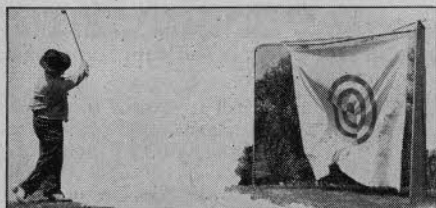
EDERER GOLF NETS

THE EDERER "INVINCIBLE"



"Invincible" — the full size Ederer golf net is the standard throughout golfdom for outdoor or indoor instruction and practice. Hundreds of clubs and pros have found the "Invincible" one of their most popular and profitable features in developing better and happier days. If you are planning an indoor school let us tell you why the EDERER "Invincible" is the standard school golf net.

THE EDERER "PORTABLE"



Sturdy, compact, lightweight—handles the full range of iron and wood shots. Ideal for limited space practice, indoor or outdoor.

Write for folder and price list.

R. J. EDERER COMPANY

Invincible Sports Nets

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nett on pro staff at Normandy Isle GC, Miami Beach, Fla. for winter. . . Al Tull, NY architect, on two month vacation tour of southern states and Mexico. . . Herbert (Scotty) Irwin for winter on pro staff at Richardson GC, Ft. Lauderdale, Fla. . . Bob Chipps now pro-mgr., Puerto La Cruz (Venezuela) G&CC. . . It's a 9 hole course with membership filled. . . 5000 Americans among population of 80,000 at Puerto La Cruz.

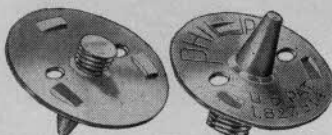
Hassan Hassanein, Egyptian Open champion who won with 284 over long, tough Cairo course and with field including British Ryder Cup players and other Europeans is an Arab described by Henry Longhurst, British golf writer, as "A fine fellow, lithe, athletic and one of nature's gentlemen. . . Absolutely coal black. . . He had never had a lesson, never seen a great player perform, never read a golf book (he cannot read) and is probably the only Open champion with three wives. . . He is allowed four, so he is one under par." . . . Hassanein is a former caddy.

Robert Trent Jones to remodel Broadmoor's 18 at Colorado Springs. . . Work started on Jones' designed additional 9 at Colorado Springs. . . The revised 18 expected by Green chmn. Bud Maytag to be one of best layouts in west and a candidate for the National Amateur. . . Jones

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to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

has designed new munny course for Columbus, O., using twin tee-and-green idea of his at short holes to speed play. . . Gentlemen, we have the honor of introducing to you a beautiful young lady, Miss Susan Deming. . . Susan made her debut in this world Dec. 11 at Barberton (O.) hospital. . . Her very proud pappy is C. L. Deming, supt., Loyal Oak GC of that city.

Indiana PGA to have its annual spring meeting, with Southern Ohio and Kentucky pros as guests, at Indianapolis April 17. . . These Indiana sessions are of high educational value. . . Last year a demonstration by an Indianapolis window and store display expert alone was worth far more than it cost any pro or assistant to attend. . . Wm. Stuppel, Exmoor, elected pres., Midwest Assn. of Golf Course Supts. . . John Sellers, North Shore, and Frank Dinelli, Northmoor, vps; Walter Kilmer, Ravisloe, treas.; Bert Rost, Park Ridge, sec.; and Melvin Warnecke, Idlewild; Matt Bezek, Cherry Hills and Emil Mashie, Onwentsia, directors.

Patty Berg into Miami Beach hospital to rest from overwork. . . Never have seen anyone in the golf business work like Little Freckles. . . Take it easy, Dear, your life doesn't go with it. . . These

(Continued on page 87)

BUFFER-POLISHER



IMMEDIATE
DELIVERY

EVERY PRO SHOP needs this **STANDARD "CLUBMASTER" Golf Club BUFFER-POLISHER**. Wide swing with 1 H.P. 1750 RPM motor permits two boys to work at the same time. Also available with 1/2 H.P. 1750 RPM motor. We can also furnish the 8" by 1" cloth and wire wheels.

Write for Bulletin 110

THE STANDARD ELECTRICAL TOOL COMPANY
2524 River Rd., Cincinnati 4, Ohio



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Handmade Clubs

Any golfer will shoot a better game with my clubs, because they are accurately designed to fit each player's natural swing. Thirty years of successful custom Club making for over fifty thousand top amateurs, Pros, Hollywood stars and other particular golfers the world over.

Write for new booklet that helps you sell my handmade clubs

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The new Power-Bilt Golf Club catalogs for 1950, lithographed in full color, are ready now ... please order yours at once. Our spring advertising to consumers will invite readers to see your catalog or to write for their own copy. (State how many copies you need for your customers.) Address Dept. GM,

HILLERICH & BRADSBY CO., LOUISVILLE, KY.

FEBRUARY • 1950

Merchandising for Pro Shops To Meet Store Competition

By LOUIS BERTOLONE

Clubs that hire a pro expect him to look after the needs of members. A club does not want its members buying their golf supplies elsewhere, or taking lessons from another club pro in the vicinity. When this happens, the club stands to lose members. And no club wants to lose members.

How much business are pros missing? And why are they missing this business? Golf is played only at one place, the golf course. Hence every golfer, sooner or later, must come into contact, either in a superficial manner or as a deeply interested patron, with the golf shop. The deeply interested patron is not our primary concern in this article because he already buys his merchandise from the pro at the course. We are here interested in the superficial patron, the man or woman, who buys golf supplies from a downtown store, be it a sporting goods shop, a drug store, hardware store, or what have you. And believe me, this part of the market should be the concern of every golf pro; not only because of loss in revenue but because the golf course golf shop should get most of this business as the logical place for consumers of golf supplies to make their purchases.

The salesmen at the golf courses have the advantage over the downtown store in securing this golf business; yet the amount of golf supplies that are bought through other channels is too large. One store in a Pacific Coast city does an annual gross business of over \$100,000 in the sales of golf clubs, bags, etc. An estimate of the amount of golf supplies that are bought in downtown stores in that city is several times \$100,000. Putting a gross profit on this merchandise, again conservatively, at 30%, one can easily

figure the loss in revenue suffered by the dozen pros in this vicinity, about \$90,000, or approximately \$7,500 per golf course pro.

A lot of business in any man's league, to lose, especially when at least, half of this business could be brought through the course shop without too much difficulty.

Accent on Display

In order to get this business the golf course pros must have well-stocked golf shops. But even more important, the golf supplies and merchandise must be prominently displayed in an artistic and appealing manner. It must catch the eye of every person coming into the shop. If the pro, or his assistants have no talents in arranging displays, I suggest that the pro get in touch with a department store window trimmer. Employ his services for only one day of each month. He will see to it that your merchandise is displayed in a manner that will attract customers. That is his business. He is a professional at his trade and the few dollars that will be required to obtain his services will be offset by satisfaction in knowing that your displays are as professionally arranged as those of your competitor whose business you are trying to entice through your shop, and by increased sales.

I have seen innumerable well-stocked golf shops. In fact only recently I was told of a golf shop which claimed the distinction of being the finest golf shop on the west coast. This is quite a claim to make; so I went over to inspect it. I was indeed taken by surprise.

The shop must have had at least \$30,000 to \$35,000 worth of new golf merchandise in it. The shop itself is huge, hav-



Van Fossen photo

TOM CULLINAN, ASST. PRO, IN MEDINAH CC SHOP GOLF SHOE SECTION

When women get into the habit of "shopping" at the pro shop they give the shop considerable advertising, as well as business. They talk about values and bargains. They usually are instinctively good judges of merchandise. When men around a club hear women talking favorably of pro shop goods the men members get the idea the pro is a good, sound merchant. Price tags draw women, but women aren't shy about asking the price if merchandise isn't plainly priced. Men often are backward about asking; afraid they'll be rated as "cheap" if they don't buy.

ing approximately 2000 square feet of space devoted to displays. This area does not include the area for club repairing, club cleaning and club storage space. So far so good. . . . But. . . The pleasant surprise ended there.

The merchandise was so poorly displayed that it created a bad impression. The clubs were lined up in racks against the walls in the customary way. Bags were thrown about the shop in a random fashion. Shoes and sweaters peered out of boxes that bore marks of careless handling. Tissue paper protruded from under the squashed-on covers, giving an appearance to the merchandise of having been cursorily inspected, and more swiftly replaced into the box, and then thrown away in disgust. This carelessness prevailed throughout the shop. Torn and dirty old magazines littered the tables, the floor was unswept. The bargain barrel

sat right in the middle of the floor, where every customer nearly tripped over it. The shop didn't have the immaculate atmosphere of a down town shop.

After having your shop fully stocked and the merchandise prominently and artistically displayed be sure that you and your assistants radiate confidence, enthusiasm, and cheerfulness. When anyone, and I mean anyone, asks you, "How are things going?" reply in the affirmative with a positive tone to your voice, accentuate your biggest sales item, and follow up with optimism for the future. I prefer the line that I learned from a caddy a long time ago. When I asked him how business was with him, he replied, "I earned \$7.20 today, my best day so far, but I expect to earn more tomorrow."

This makes the customers feel that you are doing a good job, that you are giving