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the worst ones first. Two men were used. They exchanged jobs every half hour. While one operated the drill machine, the other removed the scattered soil around the drill holes with a fine toothed dandelion type rake. The greens got no top-dressing that spring because of the matted condition of the turf. They received some 3-9-18 to start growth and provide phosphate and potash. Organic nitrogen was provided also. After that the greens received from 1 to 1½ pounds actual nitrogen per month until fall.

Water was used right after a green was drilled. As new growth started, the turf was watched closely during the daytime on windy days and a little water was applied by hand to provide moisture at the surface while the new growth was becoming established.

Play was not interrupted at any time. Dr. Conroy decided upon the Turferator because it disfigured the surface less than any other machine available at the time.

The Turferator was used more or less during the summer. The collars around the edge of the greens were drilled, and the machine was used whenever localized dry spots developed. Arnold Wessel, greenkeeper, said the cost of drilling was more than saved by the less amount of daytime handwatering required in hot weather. From Decoration Day on the greens were never better—according to playing members, and in the last analysis, they are the final judges.

Detroit District Report Shows Crowded Clubs

Detroit District Golf Assn. annual report for 1949 shows that at reporting clubs of the DDGA 32 Detroit area and five clubs elsewhere in Michigan there is room for 205 members. Last year's report showed room for 353 more members in clubs having membership limits. Play at private clubs of DDGA was up in 1949. At public courses, due to discontinuance of daylight-saving time rounds played in Detroit area dropped 18,000 from 1948 high of 296,849. Increases in costs of general operations and course maintenance resulted in increased dues and assessments at seven clubs of the association.

Questionnaire produced DDGA member club reports on status of membership, dues, assessments, tax, rounds played in 1948 and 1949, green fees, per cent of increase of golf course and general operations and regulations concerning members' entertainment of guests.

Considerable attention was given to caddy welfare during 1949. Rates for

1949 were recommended to be retained in 1950. Rates range from \$1.75 18-holes single and \$3.00 double to \$1.35 single and \$2.25 double for Class B caddies. Recommended 25 cent increase for twilight caddying and 25 cent increase, at discretion of caddy-master, for caddying in rain.

Green Section of DDGA made especially interesting report. Items covered: Progress Report of Turf Fellowship at Michigan State College and costs and other operating data. Greenhouse and field projects at MSC studied effect of watering, cutting length and effect of cutting lengths on roll of ball, as well as height of ball from ground on creeping red fescue and Kentucky bluegrass fairways.

Course maintenance costs ranged from \$38,000 to \$9,000 with average of \$21,435. Much credit was given to value of greenkeepers' meetings.

Robert Trent Jones Elected Golf Architects' Head

Robert Trent Jones, N.Y., was elected pres., American Society of Golf Course Architects at the association's annual meeting held at Montego Bay, Jamaica. Wm. Langford, Chicago, was elected vp and William Bell, Pasadena, Calif., sec-treas. Three new members: Bell, Jr. of Pasadena, Harrison of Pittsburgh and McCann of Vancouver were elected to regular membership. A new classification of associate members was created. Eligible under this classification are members of firms of the Society's regular members. A classification of complimentary membership also was created to recognize amateurs who contribute to the advancement of golf course architecture.

The Society took formal action in adopting a policy of close cooperation with the Green Section of the USGA. The resolution approved as standard practice the inclusion of Green Section recommendations on grass strains after the Section's recommendations had three years of tests.

A memorial plaque to Donald Ross is to be installed at Pinehurst by the architects' society, according to action taken at the Jamaica meeting. The Society's team of Trent Jones, Stanley Thompson, William Langford and William Gordon defeated a team of British amateurs, 15 to 3 in a convention entertainment feature. Jones was medalist with 72 on the par 69 Fairfield CC course.

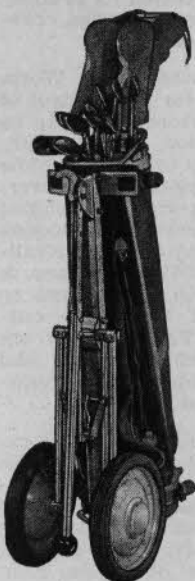
One result of the Society's meeting was to spur Jamaican authorities to installing two new courses as tourist attraction.

Society's 1951 meeting probably will be held at Del Monte, Calif.

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Club Position

National Show to Have Latest in Course Equipment, Supplies

Editor's Note: Reports from the following manufacturers give a brief review of the exhibits at the 21st National Turf Conference and Show in Boston, Mass., Feb. 6-10. Recent developments in course maintenance supplies and the latest innovations in the manufacture of course maintenance equipment are reported for the benefit of greenkeepers and officials unable to attend the meeting.

W. A. Cleary Corporation — Will exhibit their PMAS herbicide for the prevention and control of crabgrass. Uniform results on hundreds of golf courses in all parts of the United States reported last year. A colorful two page folder and catalog insert tells the story of exhaustive tests made. Instructions for use in applications on fairways, greens and for control of fungi are included. A copy may be obtained by writing the W. A. Cleary Corp., New Brunswick, N. J.

The Buckner Manufacturing Co. — Complete line of golf course sprinklers and allied irrigation devices will be on display in booth's 24 and 26. Five new models of sprinklers, which have gone through months of exhaustive field tests, will be on display for the approval of the greenkeeping profession.

The display will be in direct charge of C. E. (Scotty) Stewart who will be pleased to discuss and advise on any irrigation problem brought to his attention. Those who are unable to attend the Convention and who desire literature should write for same to Buckner Mfg. Co., 7658 Calumet Ave., Chicago 19, Ill.

O. E. Linck Co., Inc. — Will exhibit two products, namely 10% TAT C-Lect which is a 10% concentration of phenyl mercuric acetate recommended for use on putting greens for the killing of crabgrass and as a fungicide for the control of dollar spot, small brown patch and leaf spot and 13% TAT C-Lect Fortified, a new formulation in which has been combined in the same package, phenyl mercuric acetate coupled with the proper amount of 2, 4-D to effect the simultaneous control of crabgrass and most common broad leaf weeds present. It has been demonstrated that such a mixture retards for a much longer period of time

the germination of remaining crabgrass seeds in the soil than phenyl mercuric acetate alone. This formulation is principally recommended for fairway, tee and apron application and applied on young seedlings up to the four leaf stage as high as 90% control is attained with a single application. Tests have demonstrated its practicability even on putting greens when crabgrass has already emerged.

Other products exhibited: TAT Worm Killer, an ideal product for the control of the native earthworm recommended to be applied early in the season. Single application is usually sufficient to give economic control for most of the year. TAT Cover-All Nozzles, a nozzle specially developed for the application of mercury compounds as it produces a solid spray pattern. Available in various sizes. TAT Chlordane, a variety of formulations in either dusts or wettable powders. TAT Mo-go, an outstanding mole control. Treated baits are merely placed in the run of moles and rapid extermination is obtained. Extremely simple, economical and effective.

L. R. Nelson Mfg. Co., Inc. — Will exhibit the many different models of Rain Bird sprinklers, the several models of Nelson Quick Coupling Valves and Keys, and Nelson Silver Spray and Pop-up type permanent lawn sprinklers. The really new development is the model 80 Special Rain Bird sprinkler which will cover a diameter of up to 236' and therefore when used with Nelson Senior Quick Coupling Valve, makes an excellent hoseless watering system for fairways, even including those which are 200 or more feet wide. Also on exhibit will be several portable sprinkler bases Nelson manufactures.

Modern Manufacturing Co. — Will have on display the Modern Lawn Mower Sharpener and the Modern Rotary Power Sweeper, and for a new item by Modern, there will be the new Modern Power Edger and Trimmer. This machine should meet the needs of maintenance in golf courses around club houses, due to the fact that it will edge the turf. Head can be set in a horizontal position, to be used as a 7½" mower to cut tall grass around trees and to scalp the turf where they want to remove part of the turf to be reseeded or around the greens. Machine has met with great success on the Coast, even though only three months old.

Hyper-Humus Company — One line is offered — Hyper-Humus (peat of the reed and sedge variety). It is a soil conditioner, being 85 to 90% pure organic matter. An excellent medium for topdressing greens; also fine for building new greens.

A new exhibit digest will be helpful to the many GOLFDOM readers unable to attend the Show. Write the Hyper-Humus Co., Newton, N.J. for your copy.

West Point Lawn Products — Will exhibit specialized golf course equipment in Booths 4 and 5 at the N.G.S.A. Equipment Show. The new self-powered Green-Lawn Aerifier, for convenient aerification and cultivation of limited turf areas, is the most important item being introduced in 1950. The F-G model Aerifier, with hydraulic lift and weight rack, will be shown. The machine will be equipped with inch diameter spoons and Flexi-press. Both the G-L model Aerifier and the F-G Aerifier can be used with Flexi-press, the new development for improved aerification. The continuous action of Flexi-press which prevents lifting of turf will be demonstrated by means of an Aerifier disc that can be moved along a track. The Link Mole-drain Assembly to fit into the F-G model Aerifier frame also will be shown. Other golf course products include the Flexi-comb to attach to fairway mowers, and the Noer Soil Profile Sampler.

The Dow Chemical Co. — Will have the following products on exhibit at the show in Boston: Weed killers, such as 2-4 Dow, Formula 40 for control of broad leaved weeds; Esteron 44 for tough weeds and woody growth; and Esteron Brush Killer, a new, more powerful product for the control of brush and woody growth and to prevent the resprouting of cut stumps. Also new grass killer Dow Sodium, TCA 90%, which has proved successful in the control and eradication of unwanted grasses and a 5% chlordane dust labeled Dowklor which has proven valuable in the control of ants and other insects on greens and fairways.

John D. Lyon, Inc. — Will display turf exhibits of grass seed, especially, Illahee Creeping Red Fescue, Highland Colonial Bent and other Eastern Oregon grasses as well as insecticides and weed killers.

Mallinckrodt Chemical Works — Exhibits will consist primarily of fungicides. These fungicides will be Calo-Clor*, Suspension Calo-Clor*, Calogreen*, Auragreen* and Cadminate**. Cadminate is a new product which will be introduced at the convention, and a product in which there will be a great deal of interest. (See page 77.)

*T.M. Reg. U.S. Pat. Off. **Trade Mark

The Clapper Co. — Will show many of the small accessory and supply items not commonly displayed by the manufacturer.

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A large sign back drop will feature trade marks of the various outstanding or larger suppliers without enumerating the items. Several new distributors have been installed in the New England area. It has been arranged to show their names on part of the back drop thereby tying in the TORO-whirlwind organization as one big New England family. The names of the other distributors are: Jack D. Mansur, Fryeburg, Maine; The Kylander Co., West Hartford, Conn.; Springfield TORO Co., West Springfield, Mass.; Ted R. Stevens, Dalton, Mass.

Tables on either side of exhibit will show 18 10"x10" plots of growing grass. These have been taken from the nurseries and putting greens of many New England famous golf courses. O. O. Clapper writes, "We hope to show our visitors from other States samples of the kinds of grasses we play on in this area. These plots were taken from the greens before the first frost, quickly frozen and are now in storage in a deep freeze. I look at them quite often and they look just as good as the day they were removed from the greens and I have every reason to believe that we will show them something rather unusual. We may find, however, that when we remove them from the freezer and thaw them out that they may go off color or be dehydrated but that is something we have yet to discover. We have a round platform on which we will display lines of course maintenance supplies we represent in this area."

The American Liquid Fertilizer Co., Inc. — The following products will be represented at the 21st National Turf Conference as manufactured by The American Liquid Fertilizer Co., Inc. and companion concern, Rokeby Chemical Company:

(1) Ligua-Vita 6-9-7 and Ligua-Vita 12-8-4 Turf Special — products which represent years of constant research and experimentation and in use by thousands of greenkeepers, greenhouses and home-owners all over this country; reduce labor costs to a minimum.

(2) Blitz 48 Chlordane (4 lbs. of actual Chlordane per gal.). It is generally applied with the fungicide. Greenkeepers have found that by using fungicides, chlordane and Lique-Vita (liquid fertilizer) in the same solution, hundreds of man-hours are saved and expense is reduced.

(3) Blitz No. 10 Phenyl Mercuric Acetate Solubilized (for control of crabgrass) one of new developments for golf course maintenance which will be available for the first time this year.

The Skinner Irrigation Co. — Will have on display a complete layout of equipment in the broad Skinner System line as used for golf course watering. This will include underground heads, broad line of sprinklers

covering small areas to the large area watering models, as well as snap valves and couplers of the various types and sizes.

The Skinner System line includes devices applicable to every conceivable watering condition. Excellent engineering department services are available to any club interested in quality equipment and a correctly planned layout.

Jacobsen Manufacturing Co. — Exhibiting with subsidiary, the Worthington Mower Company of Stroudsburg, Pennsylvania. Jacobsen will show and feature the 22" Power Greens Mower Model, the 24" Estate, the 26" Lawn King and 22" Lawn Queen. All mowers in line have been refined and improved for 1950. In addition, they will feature on the Putting Green Mower, as standard equipment, a steel comb mounted just behind the front roller which efficiently raises grass runners into position for cutting. This insures a true putting surface.

Friend Manufacturing Co. — Will exhibit the model OX engine powered two wheel trailer equipped with a 100 gallon steel tank. Weed Boom will be mounted on the sprayer as well as gun equipment for spraying greens where high pressure is required. Equipment on display will spray either at low pressure for weeds or at high pressure for fungus control on greens.

The C. B. Dolge Co. — Will exhibit line of weed killers, both the all-purpose and selective; and this year for the first time at this association will exhibit Solexto, the Dolge Chlordane formulation on the market last season for the first time. Solexto is a Chlordane solution. It is a specific against ants, one application has in many cases immunized the area treated against ants for more than a year. It will not harm bent grass or any turf and is extremely effective against most turf insects and grubs. It is very effective against the Jap Beetle Grub and the Jap Beetle adult, and against chinch bugs. General line of both course and club house maintenance products will be on display also.

Club Managers Convention in Seattle, March 12-15

Round Table discussions and Open Forums are to be the outstanding features of the educational program for the 1950 convention of the Club Managers Assn. of America when it convenes in the Olympic Hotel, Seattle, Washington, March 12-15. Erling Johnson, Mgr. of the Elks Club, Tacoma, Wash., chairman of the Program Committee, says interest in the discussions and forums already assures successful program. An idea of the interest in the educational program is revealed by variety of suggestions received by the committee for discussion. The wide range of topics in-

clude: Local chapter meetings, regional conventions, modern decorating plans, kitchen planning, swimming pools, Christmas funds, employee relations, laundry, television, club publications and bulletins, menus, food controls and cost accounting, etc.

Chairmen chosen for the Round Table discussions are Don H. Klages, Spokane Club, Spokane, Wash., for the City Clubs and Arthur H. Craig, Alderwood CC, Portland, Ore., for the Country Clubs.

Col. Joseph E. Primeau, Ranier Club, and Kenneth Meisnest, Washington Athletic Club, both of Seattle, are the General Convention Co-chairmen. They are assisted by an Advisory Committee composed of Robert H. Thompson, Detroit GC, Detroit; Eugene F. Sweeney, Empire State Club, New York; and Richard H. Hirmke, Minikahda Club, Minneapolis.

David Gill, golf course and landscape architect, has opened offices at 35 E. Wacker Drive, Chicago. Gill attended Iowa State and later graduated from U. of Illinois where he majored in landscape architecture. In 1946, following his service in the Army he joined Robt. Bruce Harris, golf architect, with whom he was associated in the capacity of designer, engineer and supervisor until resigning in January to start his own business.

1950 Turf Conferences

Feb. 6-10—21st Annual Turf Conference and Show, National Greenkeeping Supts. Association, Hotel Statler, Boston, Mass.

Feb. 27-Mar. 2—19th Annual Turf Conference, Pennsylvania State College, State College, Pa.

Mar. 6-8—Midwest Regional Turf Conference, Purdue Univ., Lafayette, Ind.

Mar. 8-10—Annual Turf Conference, Minnesota Greenkeepers Assn., Hotel Lowry, St. Paul

Mar. 10-11—Annual Turf Conference (Concluding 10 Weeks Winter School), Univ. of Massachusetts, Amherst, Mass.

Mar. 13-15—16th Annual Greenkeepers Short Course, Iowa State College, Ames, Iowa.

Mar. 15-17—Third Annual Turf Conference, Cornell University, Ithaca, N.Y.

Oct. 16-17—Third Annual Turf Field Day, Plant Industry Station, Beltsville, Md.

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1950 DIRECTORY

GREENKEEPING SUPERINTENDENTS' ASSOCIATIONS

A number of state and regional associations are not listed in this directory because information was not available at press time. GOLFDOM will welcome the opportunity to list officers and meeting schedules of all associations forwarding information that can be used in this directory service.

GREENKEEPERS CLUB OF NEW ENGLAND

President	H. A. Mosher
1st Vice Pres.	Arthur Cody
2nd Vice Pres.	George Rommell
3rd Vice Pres.	Michael O'Grady
Secretary	N. J. Sperandio
Treasurer	John L. Counsell

Annual meeting held January 9, and February meeting, January 30, Hotel Bradford, Boston. Three new members elected: Herbert E. Johnson, Potowomut GC; Sam Swayze, Sankaty Head GC; and Albert Sanders, Juniper Hill GC. . . Application of Frank Malone, Blue Hill CC to be voted on at next meeting. . . Robert A. Mitchell, Past Pres. and charter member, unanimously elected honorary member.

NEW YORK-CONNECTICUT TURF IMPROVEMENT ASSN.

President	A. R. Twombly, Pelham CC
Vice Pres.	Lloyd Scott, Woodway CC
Sec'y-Treas.	A. H. Maslin, Westchester CC

Emil Strazza, Round Hill CC, and Douglas Rankin, Westchester CC, elected to the Executive Committee. . . Six new members admitted to membership at annual meeting, January 12 at Westchester CC. . . Study to be made looking to possibility of arranging Short Course at White Plains, N.Y. early in winter of 1950-51.

NEW JERSEY GREENKEEPING SUPERINTENDENTS ASSN.

President	Alfred J. Rathjens, Spring Lake CC
1st Vice Pres.	Lewis Weiland, Hopewell Valley CC
2nd Vice Pres.	Sherwood A. Moore, Hollywood CC, (Deal.)
Secretary	Melvin B. Lucas, Homestead CC, (Spring Lake)
Treasurer	Frank Svehla, Suburban CC, Union
Directors:	Harold Loencher, Passaic CC, Paterson; Bernard Roth, Hackensack CC; and Jack Ormond, Canoe Brook CC, Summit.

Annual meeting held Dec. 6, at Suburban GC.

CENTRAL PENNSYLVANIA GREENKEEPERS ASSN.

President	Clark Brinker, Ligonier CC
Vice Pres.	Harry Fender, North Fork CC, (Johnstown)
Sec'y-Treas.	Herbert Heinlein, Old Fort CC, (Indiana, Pa.)

Regular monthly meetings have been scheduled for the year. . . Meetings in general follow the same pattern, i.e., 9 a.m. to 3 p.m., program arranged by the golf committee; 3 p.m. to 6 p.m., golf course survey; 6 p.m. to 7 p.m., dinner; 7 p.m. to 8:30 p.m., address by speaker from Penn State College. Dates, places, and subjects of all meetings for the year are as follows:

April 24—North Fork CC	Aerification
May 22—American Legion CC	
(Cherry Tree)	Pathology
June 26—Ridgeview CC (Chicora)	Insect Research
July 24—Dubois CC (Dubois)	Maintenance
August 28—Ligonier CC (Ligonier)	Weed Control
September 25—Old Fort CC	Ladies Day
October 16—Ebensburg CC	Field Day

(Members bring soil samples to this meeting. . . A. E. Cooper, Agronomy Ext. Dept., Penn State College, analyzes all samples and later sends each greenkeeper written report on club soil needs.)

MID-ATLANTIC ASSOCIATION OF GREENKEEPERS

President	Hugh McRae
	3029 Klinge Rd., Wash., D.C.
Vice Pres.	Charles H. Heintzeman, Jr.
	Baltimore Stadium
Sec'y-Treas.	L. R. Shields
	1306 Okinawa Dr., Silver Springs, Md.

Annual conference held at Lord Baltimore Hotel, January 12, 13. . . Plans under way to hold joint meetings pros and Green chairmen to discuss common problems with view to providing most pleasure for fellow who pays the bills—the player. . . R. P. Hines, in charge of public course in D.C. champion golfer of Assn., winning over 16 greenkeepers in fall event.

INDIANA GOLF COURSE SUPERINTENDENTS ASSN.

President	James Rees
Vice Pres.	W. H. Stanley, Hubbard Trail CC, Hoopston, Ill.
Sec'y-Treas.	Pete Coval
Directors elected:	Chester Bockoski, Willow Brook CC, and Charles Harvey, Hillcrest CC.

Next meeting to be held in conjunction with Midwest Turf Conference, Purdue Univ., Lafayette, Ind. . . Annual meeting held January 20, at the Country Club of Indianapolis.

KENTUCKIANA GREENKEEPERS ASSOCIATION

President	W. J. Schulz, New Albany CC
Vice Pres.	Joy Oller, Standard Club
Sec'y-Treas.	L. L. Fontaine, Big Spring CC

Annual meeting is held in May each year. . . About 40 members in association. . . Have regular monthly meetings, usually on first Tuesday. . . Subject to be discussed at succeeding meeting is decided at current meeting. . . Subject for February meeting is "Early Spring Treatment of Greens" . . . Each greenkeeper will outline his Spring program followed by general discussion. . . Annual Field Day to be held in April at Fort Knox, Ky.

MIDWEST ASSOCIATION OF GOLF COURSE SUPTS.

President	William Stuppel
	Exmoor CC, (Chicago dist.)
1st Vice President	John Sellers
	Northshore CC, (Glenview, Ill.)
2nd Vice Pres.	Frank Dinelli
	Northmoor CC, (Highland Park, Ill.)
Treasurer	Walter Kilmer
	Raviloe CC, (Homewood, Ill.)
Secretary	Bert Rost
	Park Ridge CC, (Park Ridge, Ill.)
Directors:	Melvin Warnecke, Idlewild CC, Flossmoor, Ill.; Mat Bezek, Cherry Hills CC, Homewood, Ill.; and Emil Mashie, Onwentsia CC, Lake Forest, Ill.

OKLAHOMA TURF ASSOCIATION

President	John Price, Southern Hills CC, Tulsa
Vice Pres.	Ben G. Owens, Oklahoma Univ., Norman
Vice Pres.	Harrell Butler, Oklahoma City G&CC
Treasurer	Alex Repin, Tulsa CC
Secretary	Bob Dunning, Tulsa
Honorary Pres.	Bob Ervine, Oaks CC

Annual meeting held in conjunction with Okla.-Texas Turf Conference, November 28-30, Tulsa.

Continued on next page

THE HEART OF AMERICA GREENKEEPING ASSN.

President..... John L. Arrowood
Hickory Hills CC, Springfield, Mo.
Vice Pres..... Richard J. Medland
Swope Park GC, Kansas City, Mo.
Sec'y-Treas..... Edward J. Brugger
Swope Park GC, Kansas City, Mo.
Annual meeting held at Indian Hills CC,
November, 1949. . . Henry "Bud" Elmer proud
host in beautiful remodeled clubhouse. . . Date,
place and host of meetings scheduled:
February—Indian Hills CC..... "Bud" Elmer
March—Swope Park GC..... Edward Brugger
April—Mission Hills CC..... Chet Mendenhall
May—Blue Hills CC..... Dudley Day

TEXAS TURF ASSOCIATION

President..... Frank Goldthwaite, Ft. Worth
Vice Pres..... James Stewart, Southwest Athletic
Conference, Dallas
Sec'y-Treas..... R. C. Potts, Texas A&M College
Annual meeting held in conjunction with Okla.-
Texas Turf Conference, November 28-30, Tulsa.

NORTHERN CALIFORNIA GOLF COURSE SUP'TS. ASSN.

President..... John Dalt, Burlingame CC
Vice Pres..... Vincent Crockett, Del Paso CC
Secretary..... William Sousa, Alameda Municipal GC
Ex. Sec'y..... Aubrey Babson, San Jose CC, San Jose
Association meets second Tuesday in each
month. . . The following meetings have been
scheduled:
February 14..... Orinda CC, Oakland
March 14..... San Jose CC, San Jose
April 10..... Del Paso CC, Sacramento
Plans made for two day Turf Conference at
Univ. of Calif. Campus, Berkeley, May 22, 23. Ef-
forts being made to establish turf plots at Berkeley
Campus, using best strains developed at UCLA.

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Prices and information available upon
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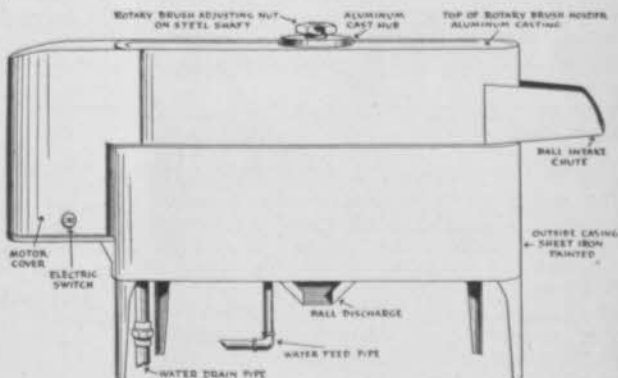
MERCHANTS TIRE COMPANY

2710 Washington Blvd.
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HOLCOMB BALL WASHING UNIT

Compact Unit Adaptable To Any Method Of
Handling Dirty Balls From Picker To Basket.

Balls constantly revolve under
rotary brush. Balls rotate 10
feet under brush and 16 feet
under water pressure sprays.
Dirty water drains from each
spiral ball runway. Balls ro-
tate constantly in clean water
during 16 feet of travel. Special
alloy aluminum castings used
for strength, lightness and
rust proof.



Motor 1/4 H.P. with speed reducing gears running
in oil. Final drive V belt. Brush speed 30 R.P.M.
Pressure adjustable. Capacity 10,000 balls per
hour. Diameter 26" — Extreme width 36" —
Height 24". Weight 285 lbs.

Write for prices and literature

Manufactured by

HOLCOMB MACHINE CO.

6627 N. ARTESIAN AVE., CHICAGO 45, ILL.

TEE OFF PARTY HONORS BEN



Tee Off Party in the Garden Room of the fashionable Hotel Bel Air especially honored Ben Hogan the night before the Los Angeles Open Golf Tourney held at the Riviera Country Club. Host was genial Don B. Burger, vice-pres. of the Bel Air corporation. More than 200 newspapermen and fellow golfers gathered to fete the fabulous Ben. Left to right, Jimmy Demaret, Ojai Valley Inn and Country Club, and host Don B. Burger, join Ben at one of the many tables laden with food.

MERCHANDISING FOR PROS

(Continued from page 31)

conscious. They buy on price alone. Usually, however, most of these buyers will not sacrifice quality for price if a rational explanation is given to them on why they should buy quality rather than price. But keep merchandise for these customers in your shop. To convert these buyers, the salesman must know all about grips, shafts, heads, weights, balance, design and the other components of a golf club.

How about the golf bags? Do you and your assistants know their quality, manufacture, strong and weak points? And the golf balls? coverings, markings, winding, centers, etc.? You can be sure that the downtown stores do all they can to get this information into the hands of their salesmen. You, as an old hand at the golf business, should know ten times as much about your merchandise as the downtown store salesman. Give some of this knowledge to your assistants and your shop should hum with sales.

Further, do not forget to let your members know that you perform one hundred and one services for them that no downtown store does. You take their telephone messages, arrange matches, run their tournaments, get them caddies, introduce them about the club, listen to

their complaints, and do your best to arrange things the way they like them. Why, shucks, you even close their car windows when unexpected showers arrive and they are out playing, or sitting in the club house near a nice warm fire playing pinochle, or is it Canasta?

The Net Income Picture

While I am at it, I might as well add a word of caution. Many pros take jobs without a salary, retainer, from the club in the mistaken idea that they can live by playing golf. Even the smallest golf shop requires two persons: the pro to give lessons, make sales, etc., and an assistant to clean clubs, train caddies, and do the odd jobs about the shop. The shop probably is open seven days every week, usually at least twelve hours of each day. No man today wants to work 84 hours a week. Breaking this down for two men leaves an average work week of 42 hours. To pay a living wage to two men from sales alone, requires sales totaling at least \$18,000 a year. Not many shops do this amount of business.

Therefore, a pro must have a salary in direct relation to the amount of sales and to the value of his services to the club. Unless this policy is followed the pro becomes dissatisfied, the members become dissatisfied, and disharmony will prevail at the club. Sooner or later the pro resigns and the club is left with the feeling that pros as a whole are not very worthy. The dissatisfied pro meantime has broadcast his tribulations to the wholesale golf salesmen, the sporting goods houses, and to the other members of his profession. The sum of the whole thing is that the club is blighted with an unfair appraisal by the pro and the pro is blasted unfairly by the club.

Anyone can see from this that the club thought it was making a smart move when it hired a pro who was willing to accept a position without guarantee from the club.

The pro undoubtedly took this job on these terms because he was in dire straits and badly needed a job. To avoid this unpleasantness there must be genuine cooperation between the club and the pro.

The club paying a retainer to a pro is in a better position to demand more, and will get more, from its pro. The pro will be in a better position to enthusiastically serve the members with expert thoroughness no downtown store can offer. Here, then, are a few suggestions that should, and will, contribute to the happiness of the pro businessman, to the golfer who really wants to enjoy his golf, and to the club that wants a congenial atmosphere in and about its golf shop.