

**ROSEMAN**  
Hollow-Roller Gang Mowers  
Improve your fairway  
Reduce your costs



*Are Your Fairways Smooth, Uniformly Cut?*

# ROSEMAN Hollow-Roller Gang MOWER

- Improved Fairways
- Lower Maintenance Cost

## IMPROVED FAIRWAYS

Smooth, uniformly cut putting-green surfaces are the result of mowing with roller-type green mowers. This same desirable quality can be had in your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

## LOWER MAINTENANCE COSTS

Roseman Mowers mow faster, more uniformly without kicking up in the rear. Less time required to mow. Roller design permits overhang of traps—slow, costly hand trimming eliminated. No protruding side wheels permits close cutting, eliminates fringe around trees. Narrower overall width permits mowing in tight places.

Make Your Next Gang...ROSEMAN

## ROSEMAN MOWER CORP.

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## ASK THESE OWNERS

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Country Club  
Birmingham, Michigan

Tam O'Shanter  
Country Club  
Niles, Illinois

Hershey Country Club  
Hershey, Pa.

Agua Caliente  
Country Club  
Tijuana, Mexico

Rhode Island  
Country Club  
W. Barrington, R. I.

Hillcrest Country Club  
Kansas City, Mo.

Charlotte Harbor  
Country Club  
Punta Gorda, Florida

Exmoor Country Club  
Highland Park, Ill.

Ft. Wayne Country Club  
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Kings Gateway  
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Fairfax Country Club  
Fairfax, Virginia

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Country Club  
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**YOUR MEMBERSHIP DESERVES THE  
BEST POSSIBLE PLAYING SURFACES.**



## Get Beautiful Greens INEXPENSIVELY

Spike-Disc  
No. 30

Available with two handles for two man operation—No. 32  
Tractor type temporarily withdrawn.

### Aerate with a SPIKE-DISC

The inexpensive Dunham Spike-Disc consists of two rows of discs armed with long knife-like blades. It cultivates and aerates in one simple operation. Regular use of the Spike-Disc will give you healthy beautiful greens.

The knife-like blades of the Spike-Disc cut unnoticeable slots to the root areas allowing moisture to go down where it will do the most good. The Spike-Disc leaves no ugly holes or dirt plugs on the green.

Manufactured by Ohio Machine Products, Inc., Columbus, Ohio  
Manufacturers of the Dunham Hand and Fairway Water-Weight Rollers.

Write for full information to: Dept. G2

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105 Duane St., New York, N. Y.

The pro sports press agents make that easy for the papers.

Jerry Glynn, pro at Glen Flora CC, Waukegan, Ill., and teaching in winter at Marshall Field & Co., Chicago, may have the widest geographical range of students of any pro instructor . . . He's got one pupil who comes from Paris, France once a week for a lesson, another every 10 days from Cairo, Egypt, and one who comes in weekly from Brussels, Belgium, for a lesson . . . They're all TWA pilots . . . Golf is great for those birds . . . After long stretches and heavy, keen responsibilities in their planes they need the walking recreation golf gives them.

Fire destroys clubhouse and pro shop at Guyan G&CC, Huntington, W. Va. . . Pro Arnold Browning opened downtown shop and is restocking members . . . Arnold's records helped in settling insurance claims . . . Reminder to other pros to see they've got complete inventory of their own and members' stock that is carried in the shop, and that one copy of the inventory is on file safely away from the shop.

Trans-Mississippi Seniors' Assn. holds its first annual tournament at Thunderbird CC, Palm Springs, Calif., week starting



## USE THE "HELP" YOU HAVE!

One solution to a lack of competent help is more productive use of your present labor supply. Time saved from the slow job of preparing top dressing by manual methods through the use of a Royer Compost Mixer is available for other essential work. And with a Royer you do save time . . . up to 89% of the manhours formerly needed. Your investment will pay off in short order. Equally important, the quality of your top dressing will be greatly improved. Send for Bulletin 46.



**ROYER FOUNDRY & MACHINE CO.**

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# Perfect Putting Surfaces

## the VERTI-CUT\*

No more grainy greens where the Verti-cut is used. Regular Verti-cutting promotes the tight, upright growth that assures smooth, true putting surfaces.

Weeds are no problem on greens where the Verti-cut is used. Slow, costly hand-weeding is eliminated. The Verti-cut provides safe, mechanical control of weeds.

Thatch build-up is easy to control with the Verti-cut. The Verti-cut snips out the excess surface growth that forms thatch. Where a thatch layer already has accumulated, regular Verti-cutting will overcome it gradually.

Disease problems are minimized with the Verti-cut. A thatch layer is a perfect growth medium for organisms that cause grass disease. Removal of thatch with the Verti-cut reduces disease incidence and allows fungicides to act more effectively.



## the AERIFIER\*

The Aerifier's "cultivating action" encourages vigorous root growth. Living roots make greens that will hold the ball, without excessive use of water. "Cultivating action" stirs the soil in the rootbed and rearranges the particles to restore good soil structure. Good soil is the foundation for thick, healthy top growth.

Use the Aerifier-Verti-cut combination for greens of championship quality.

*West Point Products Corporation*

*West Point, Pa.*

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Greenkeeping Superintendents, who know the score when it comes to the successful development and maintenance of exceptional greens and good fairway turf, specify and use more MILORGANITE than any other fertilizer. A carload a year usually takes care of the requirements for a well-kept 18-hole course.



MILORGANITE produces vigorous, healthy, weed- and drought-resistant turf that keeps your Club membership and guests both happy and enthusiastic.

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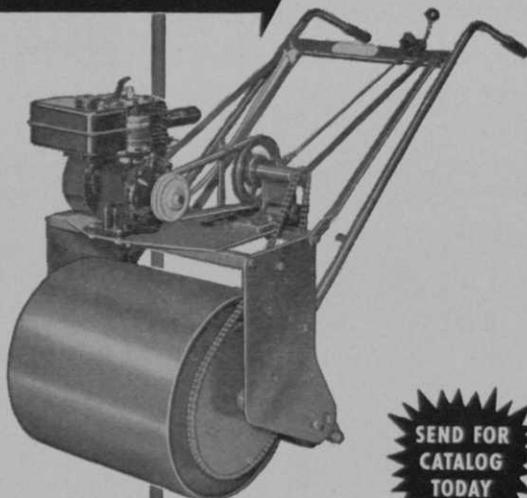
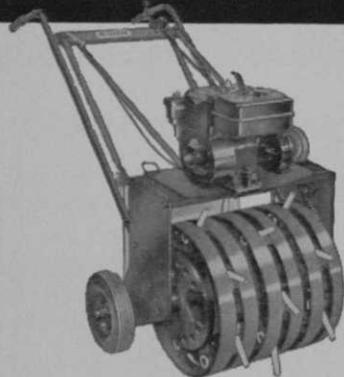
April 20 . . . Golfers over 50 invited.

Ed Newkirk building 9-hole course at China Lake Naval Testing Grounds near Inyokern, Calif. . . . Club managers comparing notes at managers' annual convention found no reason for any improvement in clubhouse labor situation this year . . . Managers reported country and city clubs losing business because of good labor scarcity at clubs . . . Very tough job to try to maintain former top standards of food and service at clubs . . . Bill Norcross, mgr., University Club of Hartford (Conn.) told Connecticut managers consensus at CMAA national convention was 90 per cent of clubs had increased prices in the past two years.

Pro shop contents total loss by fire at Centre Hills CC, State College, Pa. . . . Pro Harold B. Harrison set up temporary pro shop in clubhouse and with merchandise rushed by manufacturers caring for members most of whose equipment was lost by fire . . . USGA sends out bulletin asking all clubs to include in list of club tournaments National Golf Day, Sat., June 5 . . . USGA Green Section turf research which benefits all clubs has had \$13,000 from National Golf Day 1952 and 1953 funds.

Ed Brady, supt. of golf at New York City's 10 many courses has arranged series

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For rolling or aerating, this one machine can be used many times during the year. A natural for landscape men and institutions.

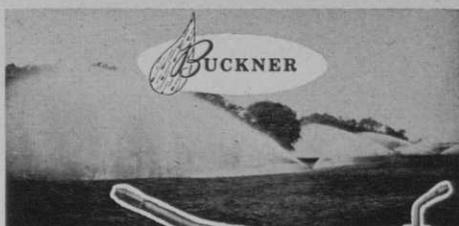
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**SOILAIRE INDUSTRIES**  
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of bi-weekly classes over two month period this summer for boys and girls from 12 to 17 . . . Pros at the course will teach the kids . . . Should be the biggest junior golf educational program ever put on . . . Brady says if players wouldn't drag golf carts on greens and aprons, maintenance costs of city's courses would be greatly reduced.

Ed Landeen resigns as pro at Twin City CC, St. Paul, Minn., to become pro-supt., Stevens Point (Wis.) CC . . . John Handwerg, who has owned and operated River Vale, Shackamaxon and Greenwood golf clubs in northern N. J. and has sold them all, is building 27-hole Empire State CC, two miles north of Central Valley, N. Y. . . . Orrin Smith is architect . . . Empire State courses and fine clubhouse to be in operation in spring, 1955 . . . Sam Dien, New York City sports dealer and golf enthusiast, presents plans in The Sports Merchandiser for 3-hole course (holes 150,225 and 75 yds.) and 9-hole putting green for boys' and girls' camps . . . Dien, whose address is 110 Fulton st., NYC, says he hopes the idea will develop so a non-profit organization, possibly to be called Junior Golfers of America, might be formed . . . He is enlisting pro cooperation.

(Continued on page 107)



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— Will not harm good lawn grasses, but kills dandelions, plaintain and other broad-leaved noxious plants in turf.

Write for Dolge booklet on chemical weed control, and see your DOLGE SERVICE MAN.

Ask about **SOLEXTO**  
 Kills grubs of turf insects  
 —one application protects  
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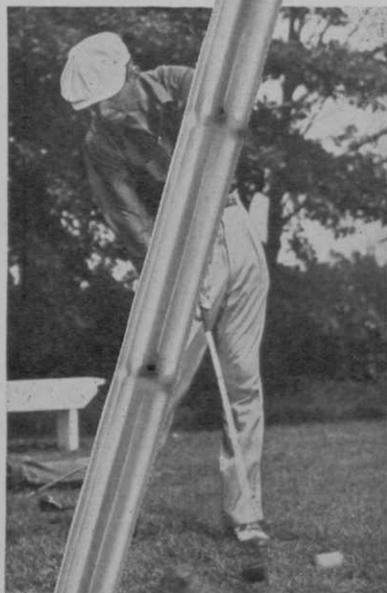
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A NEW DEVELOPMENT IN GOLF SHAFTS

*puts More Power  
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into every shot*

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—Look for the  
brand in  
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CLUB makers all over the world have welcomed this new True Temper golf shaft as a basic improvement . . . a shaft that promises golfers greater distance and better accuracy.

Try one of your favorite brand clubs equipped with the new True Temper Rocket shaft (you'll find the name "Rocket" on the band). Take a few practice swings and notice the difference in feel . . . in the extra power at the moment of impact which adds yards of extra distance.

Leading club makers have adopted the Rocket shaft for their top lines of 1954 clubs. Why not get a set of these Rocket shafted clubs and get out on your favorite course and enjoy the best game you've ever had? Your golf pro will gladly help you select the clubs that fit your style of play.

This advertisement  
will appear in the May 8 issue of  
The Saturday Evening POST

**TRUE TEMPER  
ROCKET**

TRUE TEMPER Corporation  
Cleveland, Ohio

# What Merchandising Means in Pro Business Success

By **ED RANKIN**

General Mgr., Walter Hagen Division of Wilson Sporting Goods Co.

**T**HERE IS an interesting and healthy competitive situation in country club operation. It is the competitive and co-operative merchandising of the pro, the course superintendent and the house manager. Each of them is merchandising facilities, service and personality and when this merchandising—which is the over-all term for every phase of selling — is of a balanced high standard the club is attractively and efficiently operated.

The course superintendent merchandises golf playing facilities and to a great extent has to manufacture as well as sell his product. No matter how good the design of the course, if it isn't in top condition and pleasingly groomed the superintendent's merchandising falls down. But when the superintendent's merchandising is superior he brings customers into the store—which is the club — and the other departments also benefit.

## Members Know Good Merchandising

The club manager's merchandising job also starts with the manufacturing of excellent food and expert service by his staff. He has outside competition from other eating and drinking establishments that is stronger than the outside store competition the pro has. The manager must make his merchandising of a character that is up to the exclusive nature of his club's membership. He has, in the "member and guests only" policy, an equivalent of the "pro only" merchandise that is a strong and distinguishing feature of successful pro shop operation.

What the club operating department

heads always have to remember — and the successful ones do — is that they're doing a merchandising business with a class of people who are paying to receive the best in merchandising and who know what the best is because they receive it at places where they spend their money.

This necessity for the best in merchandising applies to the pro shops at the public and semi-public courses as well as at the private clubs. The patrons of the pay-as-you-play courses now are expecting almost private club service and are critical if they don't get it.

The pro has made tremendous advances in business and made great contributions to the growth of golf by acquiring a clear understanding of merchandising and applying that understanding.

Merchandising is everything that has to do with the function of a merchant—find out accurately what the market wants and needs, buying correctly, displaying and otherwise advertising attractively, selling pleasantly and with expert service in meeting the buyer's requirements, keeping stock of correct scope, keeping records that show at any moment just how the business stands financially, and making a profit in cash and customer good will.

## Merchandising Rates the Pro

Merchandising sets the rating of every detail of the pro department's operations. If the bags aren't brought out quickly or if the clubs aren't cleaned properly that's a black mark against the merchant's delivery service. If the lesson tee session is conducted as merely another routine as-



## FIELD OF FUTURE "TOURNAMENT OF CHAMPIONS"

Tuesday afternoons about 45 girls and 40 boys from Las Vegas (Nev.) High School get free golf instruction at Wilbur Clark's Desert Inn CC, through an arrangement made between Howard Capps, Desert Inn pro, and Pat Diskin, high school athletic director. The class is in its second semester and some of the kids are getting to be fine golfers. One youngster who'd never had a club in his hand prior to instruction at the Desert Inn course got good enough to qualify for the 1953 Jaycee National Junior championship. The big boys, left to right: Howard Capps, Wilbur Clark, Pat Diskin and George Bruno, of Capps' pro staff.

sembly-line job then the merchant's reputation suffers because the customer is bound to think the time is devoted only to taking the customer's money.

The shop that isn't kept constantly clean and orderly, that doesn't have its stock attractively displayed and frequently changed to freshen the appeal, is a liability to a pro's reputation as a merchant.

The successful pro realizes that he always is subjected to his members' appraisal as a merchant, whether that appraisal is consciously or subconsciously made. This is a merchandising nation and the national temperament is to admire good merchandising and regard merchandising defects as signs of general inferiority.

### Wise Buying Is Basic

Pro shop merchandising starts with wise purchasing of stock. This must be soundly based on the pro's expert judgment of what his customers want and need. A primary test of merchandising is that of buying what the market will like rather than what the retailer himself happens to like. As an example a shirt that a pro thinks is smart-looking some of his members wouldn't wear to a dog fight.

The pro's stock for sound merchandising must be acceptable to his trade, be of quality up to pro shop standard and be good value for the retail price paid.

Profits are determined by the turnover of capital invested. Merchandise must be that which will sell rapidly, with minimum

of push (pro shop customers prefer to buy rather than be sold), and which will not freeze money on the shelves. The stock must be that which will sell at a standard margin of profit.

Merchandising requires that you survey your market, analyze your customers' requirements and purchase according to those needs. If you over-buy you can't eat the stuff. You have to get rid of it at cost and lose your overhead and interest on your investment. If you under-buy you can't sell what you haven't got.

### Make Stock Look Big, New

Merchandising also demands that you arrange and display your stock in a pleasantly interesting and impressive way. I have seen some pro shops where thoughtful display made \$1500 worth of stock look like a \$5000 inventory, and others in which \$5000 in stock looked like a \$1500 inventory in a pawn shop.

Good merchandising calls for rearranging your shop stock about twice a month. If merchandise remains in the same place it loses its fresh appeal to potential buyers. A change of location creates the impression of new merchandise; something the prospective buyers haven't seen before. The men and women who come into the shop will react to the new look of the shop, and "new" always is a word of strong magic in selling.

It shouldn't be necessary to remind a pro that the shop must always be kept neat and clean regardless of the amount of

traffic coming in muddy-shoed from the outside and handling merchandise. But the crowded hours of a pro's job, the work his assistants have to do (and sometimes the negligence or inadequate training and supervision of assistants) may let the attractive appearance of the shop deteriorate without the pro realizing the slump.

### **Sloppiness Creates Gossip**

The members notice that untidiness and they talk about it. The women golfers especially are quick to see the slightest lapse from good housekeeping and good store-keeping in a pro shop; and in the pro, too. The pro who isn't neatly groomed doesn't fit a good job. Careless about hair cuts, shaves, manicures, BO, halitosis and attire can stir up more talk among women members than there'd be if the pro set a new course record.

The pro himself is to a great extent the foremost exhibit of good merchandise and good merchandising.

Selling, which some believe to be about all there is to good merchandising, is the pay-off factor among all the essentials that comprise good merchandising.

And good selling simply cannot be done unless the seller thoroughly knows the merchandise.

### **Know Your Stock**

Learn everything you can about your stock; how and why it's designed and made the way it is. When possible the professional should visit the factories in which his goods are made and learn what accounts for the value of his products. If he can't visit the plants he should write for information that will help qualify himself and his assistants as authorities on the goods they're selling.

Pro quality merchandise definitely is superior but does the pro himself know just why? The potential buyer comes into a pro shop and looks at clubs and can't tell why one club should sell at \$8 and another which looks to the shopper about the same as the \$8 club sells for \$12 or more. The shopper may think that a golf club is merely a head, shaft and grip thrown together. The pro has to know of the many new techniques, machinery and materials used in making the new products of greater value to their buyers.

The pro shop customers don't know, but the pro should, that there are 54 component parts and 82 operations in making a Hagen wood club. This information to the pro who knows the details makes interesting education, effective selling and customer satisfaction and pride when it's

passed along by the pro shop salesman who is doing a competent job of merchandising.

Good merchandising is a basic responsibility of the pro in getting, holding and profitably handling a good job. The pro can't ease up for a day in his study and application of good merchandising. I can share with the pro this continuous duty of looking for new merchandising ideas and of seeing that what I know about good merchandising is applied, for I have the job of merchandising to the pro.

### **Do You Know the Answer to This Tax Letter?**

**G**OLFDOM received the following letter from an eastern golf club president:

"Some of our directors have suggested that our club, which now is run as a non-profit corporation, be reorganized as a profit-making corporation. As you know, under the present system of taxation we pay a 20 per cent tax on all dues, initiation fees, etc.

"I am particularly interested in knowing if you can give me the names of any clubs which have made this change so I can contact them for a report of their experience.

"I also would appreciate any other information which you may have that would be helpful on this problem."

If you have any of the answers please write them to Herb Graffis, Editor, GOLFDOM, 407 S. Dearborn st., Chicago 5, Ill., and the answers will be forwarded.

As the reduction or elimination of the 20 per cent tax on club dues and initiation fees was not included in revision of tax legislation, country clubs, already heavily taxed, must explore every possibility for reasonable relief. The National Golf Foundation has been campaigning for excise tax relief for country clubs and the USGA has asked that clubs and golfers write congressmen to ease the tax.

So far there's no score.

In view of the necessity of encouraging building as a measure against business recession, the matter of tax revision to free construction bonds of golf club courses, clubhouses and other construction from the 20 per cent tax seems appropriate but no progress has been made.

The 20 per cent tax is proving to be an especially high hurdle for clubs wanting to take in very desirable young businessmen who were away at war for four or five years and have had to meet heavy expenses of home construction and young families since their return.

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