The basic principles of retailing are the same in EVERY store... and the golf shop is no different.

YOU... like every merchant... are in business to make money.

COST OF MERCHANDISE AND OVERHEAD ARE FIXED EXPENSES.
ONLY YOUR PROFIT CAN FLUCTUATE.

MISTAKES!
FORGETFULNESS!
CARELESSNESS!
TEMPTATION!

So long as retail business requires human help, these human weaknesses can cost you part of your profits... unless you can control them as other retail businesses do!

YOU CAN LOSE ON MONEY PAID OUT

Records of money paid out can be altered, forgotten, or lost. They can be inaccurate, due to carelessness.

THEY CAN BE CHANGED FOR PERSONAL GAIN.

DO YOU--
--Buy Merchandise carefully?

--Check it when it is received?

--Price the merchandise to bring you a fair profit?

EVEN IF YOU CAN CONTROL MONEY PAID OUT... CASH SHORTAGES CAN STILL OCCUR AND MEAN ONE OF 2 THINGS:

1. Someone made a mistake in change.
2. Someone deliberately took the money from the cash
HUMAN WEAKNESSES CAN ALSO COST YOU PART OF YOUR PROFITS ON CHARGE BUSINESS.

THE GREATER YOUR CHARGE BUSINESS THE MORE YOU CAN LOSE!

A CHARGE SLIP HAS THE SAME VALUE AS CURRENCY. WITHOUT THE CHARGE RECORD, YOU CANNOT COLLECT THE CASH IT REPRESENTS.

THE CHARGE SLIP CAN BE INACCURATE, POORLY WRITTEN, WITH WRONG PRICES... AND SUBJECT TO THE ERRORS OF "MENTAL ARITHMETIC".

NEITHER YOU, YOUR BOOKKEEPER OR THE CLUB OFFICE CAN MAKE INVOICES FOR ITEMS THAT ARE NOT BROUGHT TO THEIR ATTENTION.

A MEMBER'S ACCOUNT MAY BE CREDITED ON THE LEDGER BUT THAT IS NO PROOF THAT YOU ACTUALLY GOT THE MONEY.
With a Coin-Operated Niagara Mechanical Masseur

every club can offer the finest massage facilities . . .

and turn a neat profit, too!

Niagara DEEP Massage is used by top golfers everywhere—Redmond, Middlecoff, Burke—to help keep them in tip-top tune for their best games. Now, Niagara offers its famous mechanical massage units with coin-operated mechanisms. They’re naturals for any locker room.

Your members will find Niagara great for helping to ease tension and loosening taut muscles before a game. Later, they’ll enjoy relaxing to the smooth, pulsating action that so effectively relieves fatigue.

The Niagara coin-operated Mechanical Masseur is an attractive and sturdily built piece of equipment that will give a lifetime of troublefree and profitable service. Units are also available without coin mechanism.

Don’t miss out on this sure-fire moneymaker. Send coupon TODAY for complete details.

NIAGARA
Department GO-7
Adamsville, Pennsylvania
Send me complete information on Niagara coin-operated Mechanical Masseurs.

Name__________________________
Title__________________________
Address________________________
City___________________________State__________
Nearly everyone has the need or desire for more money—

- Illness
- Debts
- Extravagance
- Gambling
- Bad Management
- Emergencies

There are only 2 steps between honesty and dishonesty

With need and opportunity, temptation often wins out!

Bonding companies state that known small thefts cost business hundreds of million dollars a year!

One of the greatest sources of loss is in the management of the shop itself—

- Do you add the 2% to your net profit by taking the cash discount?... *(This means 24% per year)*
- Do you protect your merchandise against becoming shopworn?
- Do you buy judiciously, so that you can cut down losses caused by cut prices for clearance?
- Do you take advantage of all legitimate income tax deductions?
- Do you gear your personal spending to the amount you take in... or to what is left after your business expenses are paid?
- Your greater success does not depend on sale of merchandise alone. Do you make your revenue from teaching & other services pay their share of your overhead?

National Golf Day

Draws 104,000

The second annual National Golf Day co-sponsored by Life Magazine and the PGA, had more than 104,000 playing and contributing $1 each to be divided equally between the U.S.O. and National Golf Fund, Inc. Last year’s participation in the initial National Golf Day was 80,000.

Compilation is being made on the 1953 entries who, on handicap basis at their respective courses, beat the excellent sub-par round of 70 Julius Boros, the USGA National Open champion, shot at Oakmont on May 30. Those who beat Boros receive medals, the expense for which is paid by Life magazine. Life also paid other promotion expenses of the highly successful nationwide event.

In many cities National Golf Day was proclaimed by official action.

In Canada about $12,000 was received for National Golf Day entry fees. The figure was $2000 over the 1952 mark. The Royal Canadian Golf Assn. was co-sponsor with Life.

National Golf Fund, Inc., share of National Golf Day proceeds in U. S. have
been allotted, to date, to PGA welfare, benevolent and educational funds, to cad-
die scholarship funds, AWVS Swing Clubs at veterans' hospitals and to golf course
turf research.

Other activities associated with golf
which qualify for aid from the National
Golf Fund, Inc., are asked to present
their cases to Fred Riggin, Sr., pres.,
Mueller Brass Co., Port Huron, Mich. He
is pres. of National Golf Fund, Inc., whose
directors consist of men and women
widely known in golf.

Some Answers the
Supt. Must Get
By JOHN S. McCoo
Supt., Cincinnati (O.) CC

Golf course employees today do not seem
to have the interest in their work that they
had a few years back. Quitting time and
pay day are more important than main-
taining fine turf. Some of the old men
are about thru working; the younger ones
often use golf course maintenance as a
fill-in until they go in the services or to
gain enough work experience that they can
work into some other field. High school
boys, used by many superintendents, start
work at a critical time of the year, usually
early June, and by the time they have de-
veloped some judgment in doing their tasks
they leave for school again.

Rates of pay have some bearing on secur-
ing and holding employees but is only a
part of the answer. Thru some years of
experience I have found that maintenance
workers, and superintendents for that mat-
ter, usually get paid according to the ser-
vice they render. A good superintendent
can do much for his helpers in working
conditions, wages, etc., just as a good
grounds chairman appreciates what the
superintendent is doing and sees that he
gets his just rewards.

Additional research is needed along tech-
nical lines and more emphasis should be
placed in disseminating it thru extension
workers. In my opinion not enough work
is being done in studying control of weed
grasses such as poa annua and crabgrass
thru inhibiting seed growth.

Another very important subject for
study is design of mowers, principally
greens mowers, as they affect the grass
thru cutting. During the 1952 season I
noted considerable difference in bent
grasses being able to withstand the ex-
treme weather where different types of
greens mowers have been used.

In Cincinnati we had a bad season in
1952 but not a disastrous one. Heat and
humidity were high, disease was prevalent,
air movement on some of our courses
(mines is one of the worst) was almost
minus and some courses still have many
of the older bent grasses in greens. Labor
was indifferent and needed constant sup-
ervision — often more than could be given.
All those factors entered into our troubles
along with many others. Some of the loss
of turf seemed to defy explanation and
the experts could not explain why some
grass went out and other grass did not.

Of course the experts had no trouble
at home but one could usually peek around
the corner and find it.

Florida Turf Meet at
Gainesville, Aug. 5, 6

FIRST annual University of Florida
Turf Conference and Field Day will
be held at Gainesville, Fla., Aug. 5 and 6.
It is sponsored by Florida Turf Assn.,
Florida Agricultural Experiment Station
and Florida State Extension Service.

Gene C. Nutter, formerly with John
Cornman at Cornell, now asst. agronomist
(turf) at U of F agricultural experiment
stations, has lined up a program of par-
ticular value to the state's golf course
men as well as to others responsible for
fine, large area turf.

Director Willard Fisiel of the experi-
ment stations, and his team-mates Nutter,
Ralph Dickey (horticulturist), Dr. Roger
W. Bledsoe (agronomist), Erdman West
(mycologist), J. Russell Henderson (agron-
ominist), and A. N. Tissot, F. E. Guthrie,
D. O. Wolfenbarger, and E. G. Kelsheimer,
will be station stars on the program. The
latter four will talk on insect pest prob-
lems which plague Florida courses and
supts.

O. J. Noer, J. R. Blackledge, Nash Hig-
gens, T. C. Johnson, Mark Mahannah,
Clinton Van Cleef and B. P. Robinson will
be guest experts with talks and discus-
sions on problems of courses, parks, ath-
etic and recreation fields and cemeteries.

There will be an inspection of turf plots,
demonstrations, and a number of question
and answer sessions.

There also will be the first annual
Florida Turf Assn. golf tournament
Wednesday afternoon at Gainesville CC,
with Wm. H. Etheridge, the club's pro, as
host, and a banquet that evening at the
club with Mgr. G. W. Gelwick as host and
Dr. Frank Goodwin, U of F marketing
professor, as speaker.
Professional Milt Coggins with his assistants, Chuck McCool (L) and Bill Farkas behind counter in newly remodeled shop at Encanto GC. Remodeling job has given Milt needed space for display of equipment and full length of wall back of Milt at right is used for effective display of clubs.

**Ecanto Enlarges Shop; Sales Increase 35 %**

*By DEAN SMITH*

"You've gotta show it to sell it," reasoned Milt Coggins, professional at Encanto GC, Phoenix, Ariz. So Milt engineered a remodeling program at his golf shop that practically doubled his selling space.

Today his sales records prove he was right. Since the enlarging project was completed Dec. 15, 1952, Encanto golf shop sales have increased about 35%. And they're getting better.

The shop now has 1,350 sq. ft. of sales area, more than any other golf club in central Arizona. The full length of the west wall is lined with golf clubs. Attractive shelves on the east side contain golf apparel and a variety of recreation equipment. In the center of the room is a table which displays golfing shirts, hats, and other clothing, in addition to the Encanto Bargain Barrel, a green barrel which contains low priced unmatched golf clubs. Golf balls are displayed in a show case which separates the sales room from the office and club storage rooms.

Remodeling of the clubhouse and shop cost about $22,000. The work included enlarging facilities, installation of knotty pine as a backdrop for the club and bag displays, fluorescent lighting, modernization of the men's and ladies' lounges, and renovation of the club repair shop. A starter's booth is also incorporated into the new setup.

Coggins is an aggressive merchandiser. He and his fellow professionals, Bill Farkas and Chuck McCool, take an active interest in the golf store and its appearance. One of the Encanto merchandising efforts is the advertising program in the two big Phoenix daily newspapers, the Arizona Republic and Phoenix Gazette. The golf shop signed for a year's contract of advertising, with each two column by 6 in. ad headed by the slogan "Off the Club Head."

Because Encanto is the only 18-hole municipal golf course in the Phoenix area, there has been no problem in attracting greens fee revenue. But Coggins and the city recreation department feel an obligation to keep green fees low enough to enable low-income golfers to play regularly. Current rates are $1 in the summer months and $1.25 during the rest of the year.

Encanto also offers a variety of weekly, monthly, and family combination tickets.
The Pros, who played in the P.G.A. classic this month at the Birmingham Country Club, Birmingham, Michigan, will long remember the 9th hole. For traps, bunkers, and natural hazards make it a hole that is a challenge to champions. Ray Maguire, the popular “host” Pro, says:

“This hole plays 365 yards long against prevailing winds. Bunkers to the right and left of fairway at 250 yards. It usually is a good drive and four iron shot to the green.”

You can give your members’ children good golfing habits, and increase your income, by starting them off with a superb set of Bristol “Cadet” Golf Clubs. These fine clubs are no toys but just like the ones their Dads use. Bristol “Cadet” and “Cadet Major” sets are available with 1 wood, 2 irons and a putter ... all in attractive, sturdy bag.

Contact your Sealand representative or write Sealand inc. Torrington, Conn., for details.
For those 18 years old and under, Encanto sells a $5 monthly card. For adults, tickets are $10 per month for all but week ends and holidays, and $15 per month for all days.

For $50 an adult may buy an all-year ticket; for $75 an all-year family ticket.

“We think our fees are about as reasonable as you’ll find anywhere,” Coggins declares. “And we know the low rates help to interest a wider range of golfers. Besides, the bigger volume of play brings more people into our golf shop, and the greater the traffic the larger the sales. Golf has a very prominent place among the attractions of Phoenix as a winter resort and as a year-around residential city, therefore, it is most important that the pro department of the city’s public course be presented and operated as a first class public service in recreation,” Milt adds.

Thinking the Way to the Course Answers
By FRANK P. DUNLAP
Supt., Country Club, Inc., Chagrin Falls, O.

After one of the worst years in the history of modern golf course maintenance superintendents can look at the next year’s problems with renewed confidence. Their problems of agronomy, management and money—as baffling as they are—have been greatly simplified because the superintendent now knows how to think about his job as the executive in charge of an expensive and complex plant should think.

All of us have had the experience of coming home at night “beat out” from mental and physical effort and it is the thinking that we must do in meeting our problems that accounts for the heaviest part of the strain. There isn’t a moment from the time he gets up until he falls exhausted into sleep that the superintendent doesn’t have to be using his brains on the job. Each day seems to present some new problem he must solve to make his course attractive to his members.

The problems facing the golf clubs of today are very complex and vary considerably with the type, age, and geographical location of the club.

Without a doubt, the inability to get adequate competent help on the course is one of our major problems, if not the major one today. How are we to compete with the wages offered by industry, to say nothing of the so-called fringe benefits they offer such as paid vacations, pensions, sick pay benefits and more attractive working hours? Of a necessity our job is a seven-day-a-week one for the biggest share of our men.

On the other side of the question higher wages are not entirely the answer for today’s workman seems willing to turn out only just so much work in a day regardless of what he is paid. However, I am firmly convinced that a somewhat higher wage than is now paid by the average club would attract more competent and thus more productive workmen to the golf course.

Wherever possible hand work must be eliminated, even if it takes reconstruction and alteration of the course to do it. To cite just one instance the school kids we get on the course today will operate a piece of power equipment all day, but if you handed one of them a scythe he would not last while you were getting his name on the payroll.

As far as machinery is concerned, there is a great deal of excellent equipment available today. There is, however, a great need for a mechanical, speedy trap raker, and the mower companies would improve their machines a great deal if there was a really fast way to change the height adjustment, so that a seven-gang could quickly be changed from fairway height to rough height and back again, so that a machine that had finished the fairways with a couple of hours of the day left could put in the rest of the day mowing rough.

There is surely a great deal of room for the development of an adequate turf for use on tees, especially around and immediately adjacent to the Great Lakes.

Nothing that I have seen up to now would lead me to believe that either zoysia or the winter-hardy Bermudas are the answer either alone or in conjunction with other grasses for tees or fairways. In my opinion, if and when the problem is solved it will be by crossing some of the present strains of bent that are adapted to our climate. It is a problem that experimental turf people could spend more time on.

Of course all our problems were magnified in this very rugged season just past. The things learned at our short courses and conventions from such people as O. J. Noer, Burt Musser, Bill Daniel, Fred Grau, and a host of others has stood us in good stead. That, coupled with the friendly willing cooperation of our fellow superintendents, has seen us successfully through a season that could have well been indescribably disastrous.
SPORTSVISION SHOOTS NEW GOLF SERIES

Sportsvision, Inc., San Francisco, specialists in sports TV film, had a crew at Las Vegas shooting "Tournament of Champions." Don Schwab, Pacific Coast Intercollegiate champion in 1949 and Sportsvision's production head, directed instruction sequences to be available in 8 mm., 16 mm., and 35 mm. films, and a series of 12 15-minute black and white and colored films of Mangrum, Snead, Besselink, Boros, Middlecoff, Bolt, Jackie Burke, Jim Turnesa, Worshaw, Kroll, Ferrier, Stewart, Palmer, Douglas, Holquin and Jimmy Clark.

Course Labor Shortage Not Realized by Officials

By JOHN C. EBEL
Sept., Biltmore CC, Barrington, Ill.

In the past several issues of "Golfdom" I've been especially interested to see timely problems similar to my own discussed.

Weather and other unpredictable circumstances have always made a golf course superintendent's job tough, but I think all will agree that obtaining competent personnel is our biggest single headache. It will continue to be if clubs do not meet the competition of the local labor market.

Sure, a superintendent can do an amazing amount of work with school boys and temporary help who will work for lower rates, but they are available only a few months out of the year.

The use of expensive machinery and the application of fertilizers and chemicals require men who are definitely interested in golf course work and are properly compensated for it. These trained men must be employed year-around because there is work to be done in off-season weather that is as essential to a good golf course as is the work done when the season is in full swing.

What I've said here is nothing new to superintendents, but maybe if enough of us talk loud enough, long enough, and often enough, club officials will realize we have a point and set up budgets to correct the problem.

Ike Gives Golf Ball Prize for Blood Bank Tourney

WHEN Paul Pehler left North Hills CC (Milwaukee dist.) as George Calderwood's asst. to take over a pro job of his own at Westfield GC, Winona, Minn., he took along with him the Blood Bank tournament idea that the North Hills members and Calderwood and his staff put over in a big way last year.

Westfield needed golf interest development and a lot of it so Paul put forth the Blood Bank tournament idea. The members and other Winona citizens jumped at it.

More than 200 pints of blood have been
contributed and pledged as entry fees, with more than 100 pints coming from people who never had given blood before. The event was so successful that the Red Cross has asked Paul to have another Blood Bank tournament in the fall to help meet its quota of 750 pints.

The golf tie-up made Winona outstanding for its work in securing blood bank contributions and has been the most publicized sports-civic event in the city's history.

Merchants contributed generously to the prize list although the club made it plain that it did not solicit prizes.

Only one prize was solicited and that was given despite the fact that the donor receives more than 200 requests daily for autographed pictures, endorsements and mementoes and has to limit his favorable responses very carefully. But in this case he went along.

The donating golfer's name is Dwight D. Eisenhower. He wired Westfield club member Carroll Svyerson (who also is Winona County Republican chairman): "My greetings to all those golfers entered in the blood tournament. In donating a pint of blood as your entry fee you are cooperating with the Red Cross in a most vital program. I wish you a pleasant day and I am most happy to send to the tournament winner one of my personal golf balls."

The president sent a Titleist and the winner of the handicap event, George Cameron, has it encased as one of his great treasures.

All golfers in the area were eligible to participate. Handicapping was the Calloway system. Competition was at 18 holes. Those who pledged to give another pint in the fall were eligible to play another 18 in trying to better their first round scores.

In advance publicity on the Blood Bank tournament Pehler said: "I'm going to make the holes bigger for the tournament — put them in the best and easiest places on the green, cover all the sand traps with canvas, put the tee markers up front, and if anybody has trouble with his or her game, I'll gladly give free advice which they can take or leave."

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