

Prowling Around in Pro Pastures

By HERB GRAFFIS

PRELIMINARY figures from GOLFDOM'S survey of the 1930 golf season brings out some striking pro facts. Many of the figures which later will be generally released should stir up the pros to a campaign of thoughtful and aggressive business development.

To get the picture right the pro should first get into his dome that the GOLFDOM survey figures are not the wild guesses that generally are given out as "statistics" on the golf business. Last year the GOLFDOM survey estimates were released the middle of September. The government census of manufacturers 1929 figures were released a few weeks ago and confirmed the GOLFDOM estimate within five per cent. So, with all the dope we are able to dig up with the co-operation of golf club officials, pros, greenkeepers, managers and manufacturers we coyly confess we are in a better position to guess right on the status of the golf business than anyone else we can call to mind.

But to get right down to where the figures concern the pro purse:

The golf business is more than a third of all the sporting goods business done in the United States. According to the government manufacturing census the manufacturing of fishing tackle is second. The pros, according to GOLFDOM'S latest survey do more than half of the entire golf business and that means that they do more than a sixth of the entire sporting goods retailing. This fact will make many bat their eyes, and if it doesn't awaken some of our own pro gang to their responsibilities and opportunities, your humble servant will publically banquet on the pro high-powered hooie he has been cooking up.

The beautiful part of the vista for the pro is that the smart manufacturers want him to thrive. The pro is one of the few retailers in the country who maintains the standard selling prices. He is glad to see the manufacturer get a legitimate profit instead of doing the store stunt of chiseling out the last rusty red cent.

So far, so good. But how the pro does need merchandising education in order to take full advantage of his chances! GOLFDOM is doing its level best to supply some of this business dope the boys want and is giving all possible help to others who desire to co-operate in this campaign. Considerable of our material is in the U. S. Rubber Company's valuable "Pros, Players and Profits" plan with its great little pro business manual that every pro and assistant should read thoroughly and think of its application to his specific situation while he is reading. The not-

THANK YOU.

GOLFDOM acknowledges with hearty thanks the many answers to the questionnaires sent out for the purpose of obtaining 1930 season statistics on golf club operation.

Twenty-eight per cent returns were received from greenkeepers, managers and professionals, enabling GOLFDOM to accurately estimate figures on course maintenance, pro shop activities and house operation for the 1930 season.

This annual survey of the golf business made by GOLFDOM is the standard and only well founded resume of the business aspects of golf. The 4,438 returns from the various department heads of golf clubs call for an imposing task of compilation and analysis. The golf club executives who so helpfully and promptly send in their figures undoubtedly thought that we were adding plenty to their already heavy burdens, but they have no corner on the work that this valuable survey entails—it keeps us up late a lot of nights until it finally is completed.

JOE and HERB GRAFFIS,
Publishers of GOLFDOM.

ably successful Hagen shop display campaign is replete with evidences of GOLF-DOM'S business betterment campaign for the pros. In Spalding's shop layout service GOLFDOM is lending an enthusiastic hand. And to the P. G. A. with its plans for improving pro merchandising we are giving every possible boost. In fact, we boosted the P. G. A. so strongly in this matter that we boosted ourselves out of the Dunlop ball advertising this year and greater love for any cause hath no publisher.

When the figures on the pro business are studied and their impressive revelation of the pros' volume is made, then you plainly see why we are constantly hammering on the subject of good merchandising by the pro.

Now, as a closing hunch: We are deluged with letters from pros who want southern jobs for the winter. As near as we can figure it, there are 25 good applicants already for every available job, the majority of the boys being willing to take a winter job that will bring them out just even financially, if they are lucky. It seems to us that many of these professionals would be much better off if they would get some selling job in the north during the winter and in this off season activity be engaged in work that would add much to the stock of merchandising knowledge they could use in making 1931 a magnificent year for their shop profits.

Print New Standard Forms for Course Accounting

FOUR forms for greenkeeping cost accounting, based on a semi-monthly payroll, have been prepared by Frank Murray of the Ravisloe C. C. (Chicago district) as a result of extensive study of existing forms. The forms are quite similar to the practical and popular system sponsored by the Westchester Greenkeepers' association. These Murray forms are printed in quantities by John Vestal of Chicago. The Murray Course Maintenance Cost System consists of the four related forms each following through all of the possible labor operations of the course. On each of the forms the same detailed sequence of headings and subheadings is followed.

The workman's daily form may be dispensed with if a club is not too particular as to details and requires only a foreman's or greenkeeper's filling in at the close of

WHY ARE GOLF'S GREATEST RECORDS MADE WITH HICKORY?

In winning the four major championships of the year, hickory shafts alone were used. In winning the P. G. A. championship, hickory shafts alone were used.

If the experts who really know clubs will not penalize themselves with hickory substitutes, why should the less proficient golfer add to his scoring troubles by not using hickory?

Pro finished Minton hickory golf shafts long have been the choice of the world's finest club makers. Bench club making has experienced a great revival this year simply because the knowing golfers want clubs of distinguished character and craftsmanship that means better performance.

Manufacturers can take a tip from this bench made spurt and from their costly loss of good-will occasioned by hickory substitute repairs and feature hickory in their quality lines for 1931.

Have you noticed the sensationally successful new sand wedge has a hickory shaft? Why? Strength.

For 25 years Minton's have been headquarters for uniformly highest quality hickory shafts. About your hickory requirements of any extent and character, consult hickory headquarters.

T. W. MINTON & CO.
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