

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 GOLF-DOM 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.
BARBOURVILLE, KY.

FULNAME BALMARK

THE STANDARD OF
GOLF BALL MARKING
IN OVER 3000 CLUBS
YOUR PRO HAS IT
WILL TELL YOU ALL
ABOUT IT OR
WRITE DIRECT

The Fulname Co.

EST. 1914
707 SOUTHERN RAILWAY BLDG.
CINCINNATI, OHIO.

Kenneth Smith

Hand Made

Wood Clubs

THE LAST WORD IN CLUB CRAFTSMANSHIP

*Popular lengths and weights
in stock*

Men

\$37.50

Women

per matched set of three

Mel Johnson

BUTTERFIELD COUNTRY CLUB

Telephones: LAWNDALE 6107—HINSDALE 1000
HINSDALE, ILL.

each day his estimate, by operations, of each workman's time on the workman's semi-monthly payroll sheet. This method, however, will only approximate accuracy.

The careful daily recording of the data covered by Form 11 is all-important. With

WORKMAN'S DAILY TIME TICKET

MURRAY FORM 11

Name _____		Date _____	
OPERATION	HR.S.	OPERATION	HR.S.
GREENS <input type="checkbox"/> Cut and Pole <input type="checkbox"/> Cut Banks and Approaches <input type="checkbox"/> Water <input type="checkbox"/> Fertilizing and Worming <input type="checkbox"/> Seeding <input type="checkbox"/> Top Dressing <input type="checkbox"/> Spraying Brown Patch <input type="checkbox"/> Weeding <input type="checkbox"/> Changing Cups <input type="checkbox"/> _____		COMPOST <input type="checkbox"/> No. 1 <input type="checkbox"/> No. 2 REPAIRS <input type="checkbox"/> Tractors <input type="checkbox"/> Water System <input type="checkbox"/> Equipment <input type="checkbox"/> Paint <input type="checkbox"/> _____	
TEES <input type="checkbox"/> Cut <input type="checkbox"/> Water <input type="checkbox"/> Sand, Towels and Markers <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		CONSTRUCTION <i>(Rebuild, Replace)</i> <input type="checkbox"/> Tees <input type="checkbox"/> Fairways <input type="checkbox"/> Bunkers <input type="checkbox"/> Greens <input type="checkbox"/> _____	
FAIRWAYS <input type="checkbox"/> Cut Fairways <input type="checkbox"/> Cut Rough <input type="checkbox"/> Water <input type="checkbox"/> Fertilizing <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		MISC. COURSE <input type="checkbox"/> Nursery <input type="checkbox"/> _____	
BUNKERS <input type="checkbox"/> Cut <input type="checkbox"/> Rake <input type="checkbox"/> Renovation Including Seeding and Top Dressing <input type="checkbox"/> _____		GOLF COURSE TOTAL HOURS LANDSCAPE <input type="checkbox"/> Mowing, Trim'ng <input type="checkbox"/> Flowers <input type="checkbox"/> Roads, Paths <input type="checkbox"/> Trees & Shrubs <input type="checkbox"/> _____	
OK'd by _____		TENNIS <input type="checkbox"/> _____ <input type="checkbox"/> _____	
GREENKEEPER _____		MISCELLANEOUS <i>(Other than Golf Course)</i> <input type="checkbox"/> _____ <input type="checkbox"/> _____	
		Total Hours _____	
		Rate _____	

this information, the accountant may distribute on blank columnar pads headed in handwriting and arrive at the total requirements desired. Without this daily information, one has but guess work. This form is so simple that at a glance its use and performance is obvious. The workman is required only to put a check mark opposite the operation being performed, and, in a column provided at the right, the number of hours spent on that particular operation.

