

# Play More than 1948; Sales Off--Pros Report

What can be regarded as the first "normal" year of golf pro business since the war found play up in most sections, probably to the extent that 1949 will be the biggest year of golf play on record with total number of rounds well in excess of 70,000,000. Pro department sales were off from 1948. Probably that could be expected inasmuch as the postwar rush to get clubs and bags had a lot of players coming in and paying out, without any particularly strong sales push by pros.

Pro sales were spotty. Some of the boys were ahead of last year. Others slumped and kept holding onto stock without closing out as the season approached its finale in the north.

There was quite a bit of pro comment on the balls being played longer than before the war. Some private club pros say tournament pros' influence in putting the old rough out of the game has made it hard to lose a ball, except in water, on golf courses now.

Best guess on private club situation is that about 70% of these clubs increased membership rosters this year, notwithstanding increases of initiation fees and dues. About 20% maintained same membership. Rosters remained full, with waiting lists at almost all of Grade A metropolitan district private clubs.

Lack of golf facilities in some cities has cut down play. Not many golfers want to wait hours to tee off then drag around midst a barrage of balls on an overcrowded public course.

Highlights of reports from pros in various districts:

**Gene Root, Lakewood CC, Denver, Colo.**  
—Play on public courses bigger than ever. Private club play slightly off. Members have to spend more time at business. Pro shop sales 10 to 15% off, with club sales naturally slumping most. Apparel and miscellaneous sales up about 15%. Changed displays often. Handled well advertised lines and marked all merchandise with bold price tags.

**Jerry Gianferante, Longmeadow (Mass.) CC**—Weekly play off about 30%. Weekend play same as 1948. Golfers were preventing a recession in their own businesses during the weekdays. Long intensely hot spell and drought also reduced play. Biggest blow, though, to my business was an

emergency operation that kept me off the job for 6 weeks.

**John Bass, Clifton Park GC, Baltimore.**  
—Play little more than 1948, probably due to no rainy days. Pro shop business up small percent. Golfers are more bargain-minded. Pro will have to look for bargains and advertise them in 1950. Sales have been holding up in moderate and lower priced merchandise. More people taking up golf which naturally lowers price average of golf merchandise.

**Danny Williams, Knoll GC, Boonton, N.J.**  
—Play and sales about same as 1948. Lots of work in getting new women golfers and on junior program. Some quick sales response from women. Sure of pay-off from kids later; possibly in 1950. Gave considerable attention to club tournaments for all classes of golfers. Competitive interest makes sales.

**Emil Beck, Black River CC, Port Huron, Mich.**—Play in this vicinity increased greatly. At our club increase was 8%. Shop volume about same as 1948. Club sales slumped seriously in June but came back somewhat in August. Made up for club drop by stocking and pushing greater variety of sportswear and specialty items. Promotion strong among juniors. Junior promotion is the pros' bet in old age security plan. Also emphasized promotion among members who don't play much. More than ever impressed by figures showing those who play best play most.

**George Corcoran, Greensboro (N.C.) CC.**  
—Play in Greensboro up 15%. To mid-Sept. play was 75,879 rounds. Very good for population of around 80,000. At Gillespie Park (public), Ernest Edwards, pro, 21,650 rounds played with June's 2,900 rounds top month. At Starmount Forest CC, Charles Farlow, pro, 15,360 rounds with May's 2,170 top month. At Sedgfield CC, Joe Zarhardt, pro, 13,500 rounds played with March top month with 2,031 rounds. At Greensboro CC, George Corcoran, pro, 14,369 rounds, with top being June with 1,902. At Green Valley (public), Aubrey Apple, pro, there were 11,000 rounds for year into Sept., with June's 1,554 being top.

Hole-in-one tournaments at both public courses drew 1,236 entries at Green Valley and 869 at Gillespie Park. Entry fee was 25 cents. Pro shop merchandise as prizes gave business good boost.



### LEAVE 'EM SMILING WHEN YOU SAY "GOODBYE"

Hubert A. Stanley (center) pres., Bellerive CC, hands Maynard G. (Scotty) Fessenden, pres., Western Golf Assn., \$9000 check for Western's Evans Caddy Scholarship fund as piece of Bellerive's Western Amateur ticket sales. Frank Stranahan looks at the check change hands and is perfectly content, having just won the WGA 1949 Amateur title. Fessenden retires from golf official life this year after an unprecedentedly successful career as a promoter of golf.

Greensboro pros say more golf played and business better because of improved condition of courses. Aerifying Bermuda greens kept them fine for putting in hot summer. Club sales were kept up by selling tickets at invitation and trade tournaments and smokers. Much other shop merchandise disposed of this way, with everybody happy.

We started early on Christmas business with mailings in September and follow-ups each month thereafter. Figure pros have overlooked Christmas golf business too much. Hard work ought to get us big volume of Christmas golf business that goes to stores because players haven't been reminded pros are after it and can handle it perfectly.

Golf promotion in Carolina is constant and lively with Dugan Aycock, section pres., and Purvis Ferree, sec., keeping pro-am tournaments going year around and the boys stirred up on promotion. Next year should show another increase for the pros who don't expect business to fall into the shop.

**Tom Harmon, Montclair (N.J.) CC.**—At our club play is slightly ahead of last year; pro dept. business off about 10% from 1949. That is the picture generally in this area.

**Irv. Peterson, Washington Park GC, Racine, Wis.**—Play dropped and shop business was off about 20%. Tropically hot and humid weather put a crimp in golf around here. The three city course pros made the best of it by giving high school pupils twice a week class lessons. The

youngsters will play in any kind of weather, and some day they'll have money to spend in the pro shops.

**Joe Mortara, Vallejo (Calif.) GC.**—Play and pro biz about same as 1948. We keep an attractive schedule of competitive events going and get them keyed for competition by individual and class lessons on our driving range. Like other pros at public courses I get plenty of store competition. I met it with the policy in that song in Annie Get Your Gun, "Anything You Can Do I Can Do Better." I make up special sets at sale prices; \$22.52, \$31.68, \$39.50, \$49.78, etc.

**John Hoetmer, Sand Point CC, Seattle, Wash.**—Play up because of daylight saving time. Shop business about same. Sales were held back by three months of snow. Looking for 1950 to be a big year as business is getting stabilized and my type of member will be able to play more. More accent on junior golf next year. This year turnout was good for junior group lessons but not enough continued to play. However this is long haul business so limited early results are not discouraging.

**Harold Sargent, East Lake CC, Atlanta, Ga.**—Play about 10% ahead in Atlanta area; pro sales about same percent off. 1950 should be about same as this year. At East Lake play in 1949 will run about 31,000. In 1948 it was a bit under 30,000. Don't see how private clubs can much increase their play as membership is filled. Problem is to encourage more play in times when it's now light. I will put more spotlight on women's equipment and

sportswear next year because of Women's National coming here. I think 1950 should be a good year for club sales. Those who bought in 1947 first postwar clubs will be ready for new sets, with clubs greatly improved in workmanship and advanced in design. Going to give junior golf still more attention. It's been growing each year and ones who started three years ago now are playing well enough so their families are interested in buying good equipment for the youngsters.

**Willie Hunter, Riviera CC, Pacific Palisades, Calif.**—Play here up about 5%. Some turnover in membership with war and postwar flush times ending. It's a healthy adjustment as members who can't afford country clubs are unwise to stay in. Shop volume off less than 5%. Buyers are more discriminating and more selling effort is required. My staff is regularly briefed on shop stocks. Happy that we've kept so close to last year's record business.

I have completely remodeled my sales room, workshop and office, changing color scheme to provide effective background. It cost money but I'm confident it will repay me. Harry Bassler at Fox Hills has done good job of changing his displays. Charles Lacey at new Rancho has fine comprehensive display. Big volume in southern California going to pros who are carrying top inventories of new, clean merchandise.

The pro should not wait for the club to do things for him but should tell his directors he wishes to change his layout and do it himself. He accomplishes more than just improving his shop. He builds himself into the club layout by showing confidence in the club, hence favorably impresses officials and members.

1950 should be good providing the pro does his bit through arranging complete competitive schedules at the start of the year. Our prize budget of \$5000 is managed by a general golf committee which meets monthly.

Junior classes should be continued throughout the playing years; not regarded merely as a summer holiday feature. We've developed two national champions in our junior classes.

Older pros should develop at least one first class assistant as a playing pro as the older man fades out of the tournament picture and takes on more executive duties. The pro should accept as much responsibility as the club can put on his shoulders and in that way acquire more respect as a club businessman.

I don't believe in going out on a limb in buying but always have a complete inventory of salable goods available and

well displayed. In metropolitan districts pros do not have to carry too much as they can replace in 24 hours from local distributors.

Shoes and shirts—both men's and women's—have been very good this year. Caps (the screwier the better) have been wonderful sellers. Golf gadgets on a separate sales table have accounted for quite a few dollars in profit. Sox have sold well.

**Harry L. Moffitt, Heather Downs CC, Toledo, O.**—Private, public and fee golf about same as 1948 in Toledo district. Pro shop business also about same as last year, due to Toledo industries continuing to do well. Decided increase in industrial golf league play. This seems to be a permanent thing, pushed by recreation departments of companies. Industrial individual play up as well as league play. Look for slight decrease in sales next year but plan on pushing rental of carts at our public course to keep revenue up. Also increasing sale of golf carts but figure rental means more income in long run. Sales and rentals of carts at private courses also increasing in spring and fall. Pushing regripping clubs for those who can't be sold new clubs. This will bring in added revenue without slowing down sale of new merchandise.

**Stanley Davies, Omaha (Neb.) Field Club**—Play and enthusiasm in Nebraska higher than I've ever seen before during my 36 years at the Field Club. Pro dept. business somewhat off but I think the pros in this state probably got a little higher percentage of the dollar spent on golf than they did last year. Getting the business this year and next year depends on what always has been the best bet for the pro—personal service. That includes being out on the first tee Saturday afternoons, and all day Sundays and holidays; getting the members acquainted and getting games for them; greeting them with a smile because you're really glad to see them; giving them suggestions on their grips, swings, etc. Present group lessons and clinics to the women and youngsters. Show golf movies. Be on the first tee ladies' day. Each year we'll have more women players. When you're selling, if the customer isn't satisfied with what he's bought, take it back. You make your profit out of the customer's happiness and he sells others for you. Improvements in 1950 lines of golf clubs should help make business good for every pro who's a business man.

**Dugan Aycock, Lexington (N.C.) CC**—Play throughout this section was reduced by murderously hot July and August but it's been on the upward trend ever since. With pro-am tournaments during October

and November we hope to push business and interest up. Sales off about 15%. We're inviting PGA members, whether delegates or not, to attend annual meeting at Mid Pines, Nov. 29-Dec. 2.

**John R. Inglis, Fairview CC, Elmsford, N.Y.**—Due to the hot dry summer many more rounds of golf have been played in this area this year than last. Because of this turn of events the pros have been very busy with lessons and playing. I should say that in the main business has been better this season even though the pros have not sold as many clubs and bags as last year.

Assuming that prices of merchandise will remain about the same for next year, business should be equally as good if not better in 1950. Golf is on the increase. I believe, however, that pros will push merchandise which is sold through pro shops only. I say this because stores have begun to cut prices on balls, etc. and I doubt if pros will stock manufacturer's goods, especially golf balls, that are not protected against price cutting. The trend experienced here is that golfers buy the best regardless of price.

**C. J. "Mick" McClellan, Armour Fields GC., Kansas City, Mo.**—Our course is a daily fee course and our play in 1949 has been much greater than in 1948. I believe this to be generally true of all fee courses in Kansas City.

At the present time our business volume is a little ahead of 1948 and indications are that we will show an increase of business in 1949 over last year. A very pleasing fact to me is that the number of sales are much greater this year, which I think indicates a healthy business situation.

In most sales work the slogan is to make calls and see people. Our idea is to see that the people see our merchandise. One example: We have a bargain spot in our shop where we feature a particular set of clubs which we want to move, this spot is in the most conspicuous place in our display room and we always have an attractive sign explaining the bargain. A very simple procedure but it has sold many extra sets of clubs for us. I also find that the lesson tee is still an excellent place to sell clubs.

For next year we are planning on concentrating our stock to only those lines which we have found to be fast moving. This will enable us to carry just as large a stock and still get a faster turnover. In our sportswear department we are going to replace the showcases with tables, which I believe will increase our business in this department.

This past spring we organized a club within a club, which means that we promoted a membership at our club, but the club gives them no playing privileges nor

*(Continued on page 90)*

## GIFT CERTIFICATES TO HELP PROMOTE PRO SHOP SALES

Newly designed golf gift certificate available to professionals to stimulate pro shop sales at Christmas and other gift buying times throughout the year. Printed in golf green and black on heavy grade, white certificate paper, it makes an attractive gift which allows holder to make selection of present from pro shop stock. The gift certificates have been prepared by the National Golf Foundation, 407 S. Dearborn St., Chicago, as a personalized service for the pro, each certificate being imprinted with the name of the professional and his club. Sample certificates mounted on attractive counter display cards have been mailed to all pros. Minimum orders of 50 at \$2.75 or \$4.00 per hundred in larger quantities delivered in 10 days.





ly sell. Service is again an important part of our business. Sell an individual only merchandise suited to him. Service him in a manner that will please. See to it your customer leaves you with the feeling he has made a good buy, and should his purchase not be 100% satisfactory, that it will be made so.

"Select your assistants carefully and train them to service your customers in the same manner you would. Emphasis should be placed on courtesy and promptness.

"There are many good merchandising practices now used by some professionals adaptable to most all. I have observed the splendid results of putting on intensive junior golf programs. The benefit received from these is far-reaching and lasting. If a desire is created in youngsters to play golf, they are customers of the future. Also, interesting children in golf has a tendency to bring the parents to the club more often.

"Periodic letters to your members, advising them of the goods and services your shop offers, is also a fine merchandising idea that has its reward in increased sales.

"Play a round of golf with as many members as possible. One pro of my acquaintance starts early in the spring. On Saturdays he will start out with the first foursome on the tee. He plays three holes and then joins the next foursome, and so on, until he has played 18 holes with 24 different members. In this way, before the season is well advanced, he has played three holes with most of the members in his club. There are many of these good promotional ideas used by good professionals. And who knows but what the pro at your next nearest club may be using some of them. Get together and discuss your problems and ideas. Undoubtedly this exchange will help both you and your neighbor.

"I want to say I feel 1950 will be a good year for all of us who organize and operate our business in an efficient manner. Our business in 1950 can be just what we make it."

### **Mashie Wins Greenkeepers' Annual Championship**

Emil Mashie, supt. Onwentsia club (Chicago dist.) mowed down the opposition with 71-70—141 in winning National Greenkeeping Supts. Assn. annual tournament at Firestone CC, Akron, O. Jack Thompson, Youngstown, finished second with 73-73—146. Mike Sopko and Gordon Watson tied for third with 154. Senior greenkeeping golfer's title was won by

Rocky Schorr with 153. Jim McGunical was second with 156 and C. W. Jones, third with 161. USGA awarded medals to winners and runners-up in both classes. Mashie also got a Firestone television set for his triumph. Many prizes for golf and as door prizes were awarded to supts.



Emil Mashie, NGSa Tournament Champion.

and their wives. The 18 low scorers also got NGSa flags as trophies. The Cleveland district quartette of Jack Thompson, Jim McGunical, Mike Sopko and Garland Parsons won the team event.

The event was hospitably staged by committee consisting of Bill Lyons, Mal McLaren, Colin Smith and Larry Wolfe, and Firestone club and recreation dept. officials. Morning addresses were made by Victor Tiedjens on lime, and Virgil Overholt on drainage, with interesting practical discussion of liming and drainage problems at courses of those present at the sessions.

A handsome, large family-size garbage can was awarded Lawrence Huber for blood, sweat and tears spent in compiling a heavy score.

### **PLAY MORE THAN 1948**

*(Continued from page 49)*

any voice in the operation of the golf course. The club was organized as a non profit organization and the entire dues were used to buy prizes for the tournaments they held at our course. We find that the club not only stimulated interest in golf at our course but that it actually increased our business.

Col. Lee S. Read, Sec'y-Treas., Southern Golf Assn., Louisville, Ky.—The play in this vicinity this year has been about the same or shows a slight decrease in number of rounds. This decrease could not be accurately computed but one pri-

vate club professional indicated that the maximum decrease of 5% would be a reasonable estimate.

There has been no reluctance on the part of the interviewed pros to report a slight decrease in volume of shop sales. The decrease, however, has not been anything like as great as they anticipated during the winter of 1948. There is no discouragement in the pro shops due to this 5 to 10% decrease in sales and indications for the future are all optimistic. Credit and collections have been satisfactorily maintained.

There is no doubt that the greatest shop developer is being overlooked by the majority of pros in this section when they fail to capitalize upon the benefits to be received in active participation in junior programs. This work is certainly being neglected by all pros, both municipal and private clubs, and until it is capitalized upon this future shop builder will refuse to pay the proper dividend that could be realized by reasonable effort with the youngsters.

**Eddie Duino, San Jose (Calif.) CC.**—Play this year is about the same as 1948. Pro-shop business is holding very close to the 1948 volume. Any decrease would be less than 5%.

In our area, quite a few of the clubs have either built a new pro shop or remodeled the old one. Consequently neater displays have created more sales. In my case, the club built me a new shop costing approximately \$14,000 and, as a result, I know that we are ahead of last year, and if it weren't for that, sales would be definitely off, as business in general in our area is about 12% off. By reason of the general tightening of business conditions I know the boys are all watching their inventories and this has helped their profit column.

As for 1950, I think the pro-outlook is good. However, I feel that it is going to take a lot more application in the way of developing activities, rendering better service, being a lot more cautious in buying; as prices are going to fluctuate and the individual that overbuys is apt to get caught on price changes. By the trend that has already developed in the way of close-out merchandise, it is very apparent that manufacturers are over-producing the market, and this will force prices down. By reason of the healthy condition of the pro-manufacturers relations, the golf professional is in an excellent position to take advantage of the opportunities and keep abreast of the competition that cut rate stores offer.

**John Budd, En-Jolie GC, Endicott, N.Y.**—Play was 10 to 15 per cent greater than 1948, or for that matter for any past year.



## STROKONTROL

HELPS YOUR PLAYERS  
REDUCE STROKES  
LOWER SCORES

by

Making them start back swing properly;

Making them break their wrists correctly;

Keeping them from over-swinging;

Causing them to follow-through

for

More distance and better direction.

**PRICED AT \$7.50**

Liberal Discounts to Pros.

## ELMACA COMPANY

62-64 Main Street  
BRADFORD, PENNSYLVANIA

### ELMACA CO.

62-64 Main St., Bradford, Pa.

Name \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Color — White ☐ Flesh ☐

Size of arm: (Accurate Measurements Important) Each Strokontrol Tailor Made.

3" above point of elbow \_\_\_\_\_

3" below point of elbow \_\_\_\_\_

Send Check or Money Order  
with Your Order Blank



### "HURRY, HURRY, HURRY, NEIGHBORS!"

The glad, mad cry of the golf salesman in full-tongued pursuit of advance orders again rends the autumn air. The boys are showing the pros nice fresh clubs, bags, etc., which should boost 1950 business when presented to the eventual buyers with the display and other merchandising push smart pro merchants employ in their retailing. In this typical scene of a manufacturer's salesman showing his goodies to the handsome, smiling pro, Bob Hoffner, Kroydon's Pennsylvania representative (right) is telling the wonders of the stuff to Ken Milne (center) pro, Easton (Pa.) CC, while Tate Chiles, Kroydon's new man in the Missouri, Iowa, Minnesota territory listens to the patter and does the writing when Ken says "uh huh, O.K." to Bob.

There was a great upturn in new golfers who are just taking up the game.

Golf business in the shops averaged about 10% or slightly more under 1948. Greatest lag seemed to be in clubs and bags. Ball business, accessories, lessons, rental carts and rental sets were same or above 1948.

Golf promotion by individual pros seems to be on upswing. We had clinics and PGA sectional programs. Many of us used newspaper columns to build interest. Stress was placed on how easy it was for the novice to try golf. Rental carts and moderately priced golf balls were stressed. New players were invited to go out for a trial round with a friend. We tried to show that it was not necessary to take dozens of golf lessons to get started. Tried to make it simple and easy.

Next year we will concentrate on publicity through the newspapers and will continue with the three a week columns in local papers covering golf activities, simple hints for better golf, names of golfers, what they are doing and narratives of golf from the pro angle.

Our merchandising program will be aimed at moderately priced goods; with emphasis on close-out buys if they are available. We will continue to carry a good solid inventory throughout the season and will follow our old system of trade-ins, good terms for payment, and allowing the player to hit a few shots with the clubs that are desired.

Our teaching methods will be made more simple all the time. We will strive to teach as much as possible in the least number of lessons. We have found that if a player can get a sound start in four to ten lessons they play more and develop faster. We stress, practice, play, and lessons in equal proportions.

Our own golf shop will continue its aggressive spirit of giving service, developing younger players, giving fast and efficient interpretation of rules, sound tournament management and being ready at all times to carry through a snappy golf program. We have found that aggressiveness in our pro dept. is the best policy. It gains support and keeps us in the golf spotlight.

"Pat" Markovich, Richmond (Calif.) GC.—In Northern California the public links are setting record after record. Private courses are holding their own. With a limited membership there is very little room for fluxation.

We can go on record showing an increase in the number of players and rounds played. Pro business, in general, has shown a decline. A noticeable decline has taken place since last September—1948. The boys have to really sell this year. It is safe to say that our volume of business will be approximately 20% lower than in 1948.

To stimulate business many avenues are open. Advertising has been the professional's weakest point. The professionals must be shown the value of advertising. This is true for the private club professional as well as the public course pro.

Follow up on sales is another point worth mentioning. The professional should be doubly certain that the member is fully satisfied with his purchase. It makes no difference whether the member made his own selection or the professional did it for him. Either could make a mistake. A satisfied customer is your best ad.

Pro shops should have a variety of makes and models. Pushing one make

or brand is poor business. Demonstration sets of each popular make should be available for the undecided customer. A good time-plan for payments is now a must in many shops. Equal attention should be given to every member.

Playing with three different members each time the professional leaves the tee is a good method of selling merchandise. Sunday afternoon clinics, Ladies' Day clinics, Junior classes and coaching local schools are all good promotion schemes.

Pat Patten, Orinda (Calif.) CC.—Play fluctuating very little—holding up quite well. My net figures in business off 30 per cent which I feel is quite natural. It took the last two to three years to catch up on back orders—we have now reached the saturation point. It now becomes necessary to apply salesmanship.

The pro merchant now finds it necessary to get back to fundamentals of professional golf, concentrate on lessons and club care, and stock accessories all golfers use such as shoes, belts, caps, underwear, socks, etc. which in the past have been purchased down town. This is a relatively new type of merchandising for the golf professional in the last few years. Now is the time for him to make an all out effort to capitalize on the opportunities it offers.

## 2 BIG MONEY MAKING PROPOSITIONS FOR PG's

### PROPOSITION #1

#### SELL THIS MODEL K-KART

Lightweight and beautiful. Weighs only about 10 lbs. Fits every size bag. ... attaches permanently. Can be collapsed in 10 seconds.

Special bracket feature available (at no extra cost) adapts K-KART for use with Pipe Organ Bags.

K-KART and bag fit easily into average locker. 10 inch ball-bearing wheels with semi-pneumatic tires. Heat treated aluminum castings and tubing. Tarnish proof. Fully guaranteed.

Retail Price, F.O.B. Chicago **\$25.95**  
Slightly higher in Western States.  
40% Discount to P.G.'s



### PROPOSITION #2

#### RENT THIS MODEL K-KART

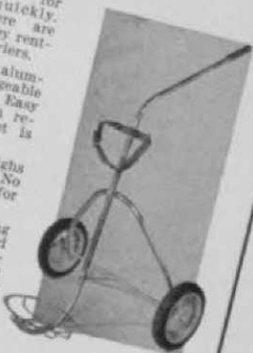
K-KARTS pay for themselves quickly. P.G.'s everywhere are making big money renting golf bag carriers.

Made of strong aluminum. Interchangeable parts. Low upkeep. Easy to make your own repairs. Steel basket is easily replaced.

Perfect balance. Weighs only 10 pounds. No stooping necessary for player.

10 inch ball-bearing wheels, factory packed with water and heat resistant grease. Tires are rolling.

Price to P.G.'s  
F.O.B. Chicago net **\$12.50**



## KUNKLE INDUSTRIES

2358 CLYBOURN AVE.

CHICAGO 14, ILL.





### MacGREGOR REPRESENTATIVE USING NEW MOBILE SALESROOM

Ock Willoweit, MacGregor Golf Company's pro sales representative in the Ohio, West Virginia and Pittsburgh territory, has started on his Fall trip with his new mobile salesroom. The 15' trailer carries the complete 1950 golf club, golf ball, golf bag and accessories, and sportswear line, and will drive right up to the Pro Shop door. (L) The new mobile show room getting its final inspection, before going on the road, from (left to right) Robt. D. Rickey, Pro Sales Manager, Stan Clark, Credit Manager, and Ock Willoweit. (R) An interior view showing the 1950 woods and golf bags in the rear of the trailer.

**Johnny Cochran, Greenwood (Miss.) CC.**—My play has been about 60 per cent of last year and business volume is down 50 per cent. This is due to three factors, namely: 13 consecutive rainy weekends, failure of the cotton crop in this vicinity, and the decline of business conditions in general. At present the situation looks bad for 1950 with crop failure forecast for the next 12 months.

**John MacRae, Mankato (Minn.) CC.**—Play was 15% better this year. Business volume up 20% over 1948. My lessons were up. Ball sales down 15%. Club sales and bags up 25%. People are learning the pro shop is the best place in which to buy golf equipment and accessories. Meeting store prices on the same quality goods and carrying pro line equipment stores are unable to sell gives the golfer a range of merchandise and service that can be obtained only in the pro shop.

**Tom Donahue, Municipal GC, New Haven, Conn.**—Our play has been greater in '49 than in '48. Pro shop business has been off some, possibly 15 to 20%. I feel personally that '50 will be a great golf year and that with proper lesson promotion and a full knowledge by the pro of manufacturers' ideas and improvement in club design, 1950 can be one of the best years in golf.

**Maurie Wells, Cascade CC, Grand Rapids, Mich.**—Our play has been as heavy as any year we have ever had. Of course, we had exceptionally fine weather this season—hardly a day lost because of rain or weather. Business has been very good but not quite up to last year—a slight decrease in club sales with other

items totaling about the same as in 1948.

**Charles H. Lorms, Columbus (Ohio) CC.**—Number of rounds of golf played is approximately the same as last year. My business is off about 18%. Personally, I believe the lower volume of business is a normal condition—it isn't any more than we should have expected. 1948 was an unusual year and there was a terrific market for equipment that we had been unable to get for our customers. Naturally when we were able to get it we had what I consider an unusually good year. We have gotten back to what we must recognize as a more normal condition.

I have tried to widen the range and variety of accessory items for sale in my shop, i.e. shirts, T-shirts, slacks, shoes, belts, caps, hats, socks, rain wear, umbrellas, neckties, etc. I am not a believer in any high pressure methods of getting additional business. There is danger of becoming unpopular in being too aggressive in going after extra business. In the large majority of cases the average member prefers to give the pro his business because the pro is in a position to give the best service. His knowledge of the customer's requirements plus the natural desire of the member to do business with the pro is a valuable advantage which gains for the able man better than a fair share of business. It is my belief that the opportunity to serve must be carried out conscientiously. The old saying about a satisfied customer being the best advertisement has a lot of merit. I have found that my members sell as much merchandise for me as I am able to sell. High pressure or unfair methods could easily destroy this highly desirable relationship.

**August Nordone, LaFayette CC, Jamesville, N.Y.**—Play has been very heavy in this whole section. We have had to add nine more new holes. We have grown from a club of 50-60 players to 195. Public courses crowded to the point where starting time reservations are necessary. Drumline course has built 18 more holes and we need another public course.

Shop business has been very good, but then I've found shop business is as good as the pro makes it. Often a player will want some item that we do not have in stock. By keeping a supply of one cent post cards on hand and ordering immediately in the presence of the member we have picked up business that otherwise could easily have passed into the limbo of wishful thinking.

**Len Mattson, White Bear (Minn.) Yacht Club.**—Play is about the same as last year. Pro shop business off about 25%. I'm concentrating on women's and junior golf promotion. I think a big field for the golf pro is in teaching technique—not for the 78 shooter but for the 90 and over class. My own ideas along these lines are a combination of Joe Novak's idea of teaching by position rather than feel followed by Ernest Jones' doctrine of swinging the clubhead. It isn't the type of swing one teaches, but how it is taught, that is effective.

**Charles L. Burkart, Elmcrest G&CC, Cedar Rapids, Iowa.**—Play and sales in the pro shop at Elmcrest have been very good, comparing them with last year. I would say they were better if anything. There has been heavy interest shown in the clubs in this vicinity by the ladies, due to clinics and extra activities on their respective special days. Due to the PGA clinics in the spring the children have been quite interested and their interests holds well throughout the season.

Golf in Cedar Rapids, however, has had a severe setback. We have two 18-hole private courses and only one nine-hole public course. Formerly one of the private clubs was open to the public but this has since changed with play now restricted to membership. The result—a great number of public golfers in the city have put away or sold their clubs.

**Bill Gordon, Tam O'Shanter CC, Niles, Ill.**—Play in Chicago clubs was 15% ahead of last year. Sales volume seems to run about 5-10% off but individual sales were 10% ahead over 1948. My sales run about same due to success of tent in Open.

My lessons and club care are more than last year. My outside business is off but service to members kept my club sales ahead.

In selling this year it was necessary to give more personalized attention and to satisfy the customer that what he was getting was better for his game than equipment he was using. In sportswear novelty in apparel helped volume.

Lessons and club care are always well up on profit column and should always be worked to fullest extent when business lags. This is done only by free tips to show that the pro has the ability to help the golfer get more enjoyment out of the game. With new line of manufacturers models 1950 should show a good increase.

**Gordon Haberkorn, Somerset CC, St. Paul, Minn.**—Our play is down 25%, some of which is due to the remodeling of the course begun last spring. Business is down about the same percentage with golf clubs accounting for most of the drop. Sportswear sales rose due, in great part, to remodeling of golf shop where I can now display merchandise on open tables and shelves.

**Paul Scott, Griffith Park, Los Angeles, Calif.**—Play has fallen off 10% during

## The Dragmat To Use With Your Aerifier

Reg. U.S. Pat. Off.



The Aeri-Linx is a wire fabric mat to break up soil cores brought to the surface by aerifying. Dragging with a wire mat also helps to get fertilizer or lime down into the holes. The Aeri-Linx is large for rapid coverage and light weight for convenient handling.

*West Point Lawn Products.*

*West Point, Pa.*

week days but remains at a maximum on Saturdays and Sundays. Pro shop business will be off 10% from last year. Our most effective means of developing a growing interest in the game and bringing out new recruits has been the use of Television programs and instruction, free clinics, free instruction to boys and girls and class lessons to women at \$1.00 per person. Next year the big emphasis will be on using more salesmanship. We are doing everything to give such good and courteous service that the customer will buy from us if he is going to buy at all.

Expect business for 1950 to be off about 10%—to offset that we are all going to work harder—talk golf, think golf, and sell golf. The picnic is over. We are going to tighten our belts and work.

**Art Ingleston, Rochester (Minn.) G&CC**—Play is gaining each year. Our play is better although we have lost 37 members. My sales are down from last year but my club rack is way up and my over-all business is about the same. I have hit on an idea that meets with great favor with my members. The nines have been changed around so that I have a new shop on the old No. 10. I have made a little park with umbrellas, chairs, etc. that provides a convenient meeting and gathering place. I read an ad listing golf movies that were available. One of the members had projection equipment, liked the idea of showing outdoor movies, and our idea was launched. I have had movies once a month and the number of people who came and asked questions was amazing. I'm planning a complete program for next year.

**Floyd Hamblen, Tipton (Ind.) GC.**—Play at Tipton is up approximately 10% over the play of 1948 which was better than any previous year. I don't believe I will have a great deal of difference in pro shop business. The drop I've had in club sales will be offset by an increase in ball sales and accessories.

I've continued my group junior golf classes this year again which I held weekly with attendance running as high as 25. Able to get a high school golf team organized this year for the first time since the war.

The course here is fairly flat—ideal for cart use—by investing in good carts I've gotten a good return in rentals. My assistants are instructed to give cart service the same as if the bag goes to a caddy. They strap the bag to a cart and have it ready to go. When the round is finished the bag is returned to the pro shop for cleaning and storage. I think other pros could benefit by investing in good carts and keeping them properly maintained and serviced.

**Tony Butler, Harlingen (Texas) CC.**—Play increased by 15%. Pro shop business increased 10%. Expect to go heavy on junior golf promotion next year—giving free instruction in the schools. I believe pro business will increase in 1950.

**Bill Hardy, Chevy Chase (Md.) Club.**—Increase in play of 15%. Sales for nine months this year lower than 1948. Increase in ball sales six per cent. Club sales lower by 30%. Increase in club storage of five per cent. We carried more golf accessories this year. Next year we plan to carry a larger variety and to push club repair and replacement. Anticipate more sales in 1950 but don't believe we can equal 1947 and 1948.

**George Lake, Recreation Park GC, Long Beach, Calif.**—Rounds of golf in Southern Calif. are a little ahead of last year at all courses. Most of the private clubs have a waiting list and the ones that were crowded before the war have now dropped the associate membership deal and are limiting play only to regular members. There is no reason why play in this area should not be on the uptrend when one takes into consideration the lack of courses and the large number of people entering the state each day. Comparative figures on play at Recreation Park for '48 and '49 are as follows: 18-hole course, 46,531 rounds in 1948, 47,458 rounds in 1949. 9-hole course, 43,096 rounds in 1948 and 46,466 rounds in 1949. About 40% of this total was chalked up in the two months of July and August, due to weather, vacations and longer days.

Business has been about the same this year as last after a 10 to 12% drop from 1947. I have noticed that the amount of a sale is smaller now but there are more of them. There seems to be a lot of beginners—mainly women.

I think that shop business all over this area is about the same although some of the boys have indicated a decline during the past month. I expect business to hold up because of the interest in the game and the fact that people can again get started without a big outlay of cash. Of course, it takes more salesmanship now than it did during the war.

My junior series was very successful this summer and netted quite a few sales plus many private lessons. I run two sales a year during the spring and fall as a clearance of old, shopworn and slow moving merchandise. Have been advertising in the local paper on the want ad page stressing the fact that we sell new and used clubs and accept old clubs in trade. This has been profitable. Have always sold all merchandise at the established price and when we get a close-out

# ROTARY SOIL MACHINE

MIXES and SCREENS

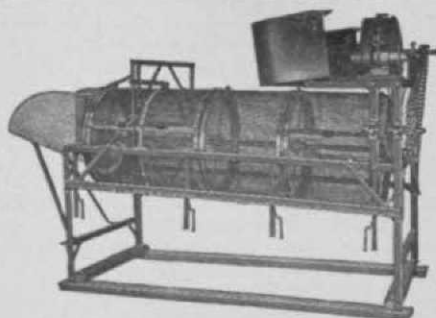
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

JOHNSON CITY, NEW YORK



we sell at a reduced price rather than leave the old price on the item. We continue to sell merchandise script to the ladies for their weekly ladies day prizes so they can save the tickets until they can buy something worthwhile.

Courteous and prompt service plus efficient operation of the business the same as any lawyer or doctor as to appointments plus courteous dealing is the only way to operate.

Harry Whiteman, Morgantown (W.Va.) CC reports they have had the best year in the history of the club — Ed Tabor, West-shore CC, Camp Hill, Pa. says records show 10% increase in play and drop of 25% is expected in pro shop business. Play at the PGA National GC, Dunedin, Fla. has more than doubled this year, including the summer months, according to Alex Cunningham. Play has increased 20% and pro shop business is up 15% at the Country Club of Lincoln (Nebr.) where Bud Williamson is pro.

## TURF ROUNDUP

(Continued from page 41)

### New Jersey Experiment

Station ..... (a year) \$ 600.00

Joint Research Grant between USGA and U.S. Department of Agriculture from Service Offset Funds. This will have to be discontinued for lack of funds

### Rhode Island Experiment

Station ..... (a year) \$ 300.00

USGA Green Section Research Grant for breeding superior Velvet and Colonial bents

Univ. of Massachusetts (a year) \$ 300.00

USGA Green Section Research Grant for studying the performance of *Zoysia japonica* with cool-season grasses

Cornell University ..... (a year) \$ 300.00

USGA Green Section Research Grant for studying the performance of the Mole-Drain in turf areas

## Look at the SAVINGS you get with —THE "HENRY" GOLF BALL WASHER— HENRY'S "TENTH" year of sturdy service HEAVY GAUGE PRESSED "STEEL" Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is sloop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp.

Attractive — stays tidy — easy to drain  
and refill — Allen Set Screws make them  
theft proof

PRICES F. O. B.  
Waukesha 5, Wis.

A. C. SCHENDEL, Distributor  
HENRY GOLF BALL WASHER  
WAUKESHA 5, WISCONSIN

BALL WASHER . . . \$12.75  
Tee Data Plate . . . \$ 1.25  
Waste Paper Cont'nr \$ 2.35  
Complete Tee  
Ensemble . . . \$16.35

HENRY TEE ENSEMBLE  
includes - Ball Washer, Tee  
Data Plate and Waste  
Paper Container.  
Send score card when  
ordering Tee Data Plates.

