

turf disease problems are with course superintendents. Some lucky years may be trouble-free and preventive treatment or revision of maintenance practices may enable the superintendent to escape trouble but the escape has been bought at the price of years of organized study by the superintendents and associated turf scientists.

No similar coordinated work has been applied to the pro over-stock problem. In some sections surplus merchandise is moved from shop to shop and pros can pay suppliers' accounts instead of shipping the merchandise back to have it eventually unloaded through competitive and cut-price retail outlets and upset the pro market.

Much has to be done in this direction and much can be done under the leadership of many pros who are remarkably capable retailers. Fellows such as Spencer Murphy, Harry Bassler, Al Sargent, Willie Hunter, Al Ciuci, Willie Klein, Harry Obitz, Bill Gordon, Pat Markovich, Al Watrous — to name only a few of the smart pro merchants — rate alongside almost any first class retailers in specialty lines.

The PGA effort to get the merchandising educational problems solved has improved since Eddie Duino took over chairmanship of the association's educational committee, but it's still a 30-handicap operation because of lack of a required budget. Even a

quarter as much money as is allotted to tournament operations, if allotted to work on the pro merchandising problems, would mean a great increase in pro profits and a decided reduction in pro merchandising difficulties.

The tournament bureau investment has paid off in the development of a big prize money schedule. Now, as the PGA has the urgent problem of revising its budget and raising dues to meet increased operating costs, the matter of devoting more organized, constructive effort to improvement of business of home club pros must be headlined.

That problem of self-reliance in financing, instead of depending on rich, generous and enthusiastic amateur angels kicking in has been tough for PGA treasurers by an organization policy of not supplying all members with detailed financial statements. Until that's done the PGA is not setting much of an example for thorough study of pro golf business financial phases.

The individual performances of numerous home club professionals as businessmen has set a high standard and eventually that will be the general standard. The job to be done now is to quicken progress toward that general standard. Such a job requires a well financed plan of organized schooling.

## MAIDEN TOUR OF AMERICAN PROS



American girl pros who won European trip from Alvin Handmacher for performance in Weathervane trophy have amazed British with showings against men pros and amateurs and European women amateur stars. Tour may result in British girl stars turning pro. The Yankee tourists, L to R: Betty Bush, Peggy Kirk, Betty Jameson, Babe Zaharias, Patty Berg (winner of Weathervane U.S. cross-country tournament) and Betty Rawls. Fred Corcoran managed the tour and Specs Hammond attended to travel details.