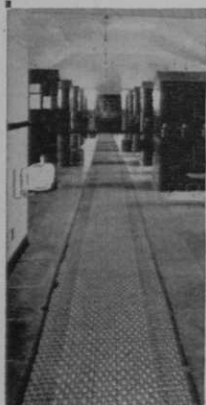
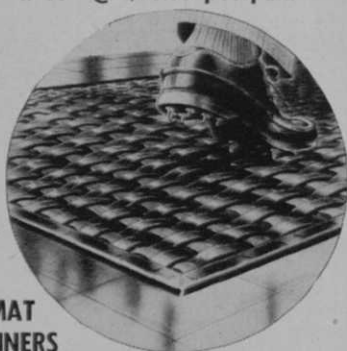


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Pennsylvania Greenkeepers' Assn. George Craig, Ridgeway CC, Petrolia, Pa., is vp and Herbert Heinlein, Old Fort CC, Indiana, Pa., is sec. treas. The association's schedule of meetings and featured subjects: April 23, Blairmont CC, Hollidaysburg, Fertilization; May 28, Sunnehanna CC, Johnstown, Aerification and drainage; June 25, Clearfield CC, Insect Control; July 23, Park Hills GC, Duncansville, New greens construction; Aug. 27, Ridgeway CC, Petrolia, Ladies' Day; Sept. 24, Sommerset CC, Weed control; Oct. 19, Chedromon CC, Cherry Tree, Pa., Field Day. Specialists to speak on the scheduled subjects are assigned by Pa. State College.

Hope Becomes 'Honorary Dad'



"Ole Poppa Crosby will have a laugh on me when he hears I've been made an 'honorary dad,' quipped Bob Hope as Joe Robb, tournament director, sold him a Hospitality Bond in support of the National Jaycee Junior Golf Championship to be held in Durham, N. C., August 13-18. Hope, a golf enthusiast as well as a comedian, who purchased the bond prior to an appearance at local merchants' dinner, was high in his praise of the local Jaycee organization for their sponsorship of the youth's tournament. Currently the Jaycees are selling bonds among Durham citizens at \$25 per share and each purchaser is entitled to become an "out of town Dad" for one of the visiting junior golfers. Jaycees Ray Tilley (left) and Southgate Jones, President, (right), look on approvingly as Robb makes the sale.

Says Pros Don't Know Their Cost Percentages

One of the most successful pro businessmen in a letter to GOLFDOM says that too many professionals are fooling themselves by not having accurate figures on the costs and percentages of doing business.

This man observes: "A pro overstocks and to finance until he can convert his surplus merchandise into cash borrows

Golfdom

money at 6%. Insurance on his stock is 6% except through the PGA deal with Jerry Bowes' company. Merchandise shipped from the factory means another 2% or 3% for the Pacific Coast pros. That adds up to 14%. Then the pro has his help and many other costs of doing business some of which may not pass the income tax reports without arguments, nevertheless are expenses that the pro has to pay just for being in the business, and he has to pay them before he can claim any money for his own.

"Our gross profit isn't 40% which would be a very narrow margin for a specialty shop business with a limited market, and the pro market is sharply limited by the number of players his course will accommodate or the membership of his club. The steady turn-over of balls with a 33 1/3% gross profit is the biggest item in pros' sales volume. If, as some suspect, the players' stock-piling of balls, when there was fear of a shortage, will cut ball sales then there are going to be headaches.

"The pro had better do an accurate and thorough job of figuring his percentages. Otherwise he may find himself trading dollars and being in business for what some people may call fun, but it won't be that for the pro."

Watrous Clinic Highlights Michigan PGA Meet

Al Watrous, Oakland Hills CC, (Detroit dist.) professional, Michigan PGA tournament committee chairman and host for the 1951 USGA National Open was the star attraction of the annual spring meeting of the Michigan Section held April 16 and 17. Al, who gave the Seniors a lesson at Dune-din in winning that annual event, was the popular choice for conducting a most successful clinic session.

Hillerich and Bradsby's Bill Kaiser, following sessions with the New England PGA and Indiana PGA groups, made a full report on the business outlook for the professional in 1951 and Al Hyatt of A. G. Spalding addressed the group following the morning business session.

Rex McMorris of the National Golf Foundation at the annual dinner reported on the activities and promotion being done for school golf programs and participated with James D. Standish, USGA pres., in a question and answer session on the merits of Junior golf and the various national junior tournament events.

Reg Higgins gave an interesting commentary on the manufacture of golf balls by the U. S. Rubber Co. using three dimensional slides to give the boys a close-up of

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