

the fundamentals and a hundred different ways of explaining them. It requires patience to the Nth degree. It requires an ability to dig deep into the realms of psychology, with a masterful command of English.

If one aspired to national fame as a golf instructor he might digress, as some do, from those three fundamentals and offer some new quirk or innovation which will at once reach "the end of the rainbow". The gullible dufer greedily swallows this. But your conscience should forbid. In its simplest form it is too difficult a subject as it stands, without introducing Einstein.

Ball Situation Now Nearly Normal — Slot Loss Hurts

Reports of pros at Seniors tournament at Dunedin indicated stocks got nearly normal late last season, after previous year's war scare buying. Pros and salesmen expressed opinion that in about 2/3 of the shops ball stocks were normal last July; in about 2/3 of the remaining shops the excess investment wasn't enough to worry about and the rest of the fellows were overloaded—in some instances with the scare buying having been done on the advice of club officials and with the club holding the bag on the surplus investment.

Salesmen in Florida during January have begun to wonder whether the Florida winter business is going to forecast the year's business in central and northern states. This winter the Florida pro shop business has been mild although winter vacation trend is strong. Salesmen are inclined to believe this is because home club pros farther north have kept a watch on who's going on winter vacations and have sold these players adequate supplies, even 1952 sets of clubs.

Pronounced increase in pro shop Christmas gift selling undoubtedly has had an effect on southern pro shop winter sales. A number of pros have told GOLFDOM that December has become the second or third biggest month in pro shop volume. The smart boys are working the Christmas trade hard.

There has been some talk among pros and salesmen about the possibility of Christmas sales eventually boosting up delivery dates of following years' models or clubs.

In some places, ruling out ball sales through slot machines has been a tough blow to pros. One of the sound pro businessmen tells his experience:

"In 1950 I sold \$16,573.80 worth of balls. This represented 31.3% of my total sales. In 1951 the sales dropped to \$9,112.95 or 21.6% of shop volume.

"The difference of the two years, \$7,460.85, was a drop of 45% from the 1950 ball sales. The war scare buying in August, 1950, partially accounted for the lower figure in 1951, but my analysis shows that taking out the ball slot machines was the main cause of the slump.

"During the time my machine was in operation I never had a month when the machine didn't sell more than 500 balls, and some months as many as 1600. The machine was set to give a ball for every 96 cents. The player got his money's worth.

"The machine averaged about 900 balls a month. I know of some shops that had even greater sales through the slot machines. Just imagine what the state lost in sales tax by outlawing the machines. The federal tax of \$150 per machine also added up to a goodly amount."

Billy Bell Heads Golf Architects' Society

William P. Bell, Pasadena, Calif., was elected pres., American Society of Golf Architects at the organization's 1952 annual meeting held Jan. 14-16 at Bellevue-Biltmore Hotel, Belleaire, Fla.

William Diddle, Indianapolis, Ind., was elected sec.-treas., and William F. Gordon, Doylestown, Pa., vp., by the architects.

In addition to many informative discussions on design and construction from angles of playing interest and tests, construction economy and speed, and ease and economy of maintenance, the architects devoted considerable time to comparing remodeling problems. Among points in this work are remodeling to eliminate arduous climbs, reduce maintenance costs and provide convenient practice areas.

Material shortages and restrictions, use of substitute materials and economical earth-moving equipment and methods received considerable attention.

There was interesting comment on military golf courses at the meeting. The architects brought out that most of the military golf courses were built with funds from Post Exchange profits and slot machines in officers' and enlisted men's clubs and not with public funds. Maintenance of some of the military courses was financed by nominal green fees and sometimes done by labor doing light time for minor military offenses. Overall picture of military golf installations as the architects have studied it shows economy unusual in military operations, extensive utilization by officers and men, and the decided advantage of keeping military personnel keenly interested in a participating outdoor pastime that keeps personnel on the grounds.