

Certainly you have many neighbors, help at the club, caddies, etc. who would be very happy to pick it up at cost price. You certainly can't lose any money selling it at what it cost you. And if you do get your money back you are simply doing good business because you have that money available to spend for the latest styles that are being offered at that particular time.

Hiring Profitable Help

As we go around the country we find that probably the weakest point in any pro's merchandising program is the fact that he does not have capable help in his shop while he is out teaching and conducting the various activities of the club.

I think that is very poor business and it certainly costs a lot of money. There is no question that a pro hire some very capable help that doesn't have to come out of the clubroom or the caddy ranks for let's say \$300 a month and a probably 5% commission on what that person sells himself. In many cases you are paying at least \$200 a month for the same services.

Let's look at it this way: For another \$100 a month the chances are you can hire someone who is capable enough to keep some books for you at the same time he is doing a grand job of keeping your merchandise saleable and actually selling it and reordering it for the membership. A bookkeeper in many cases is hired on the outside by a golf pro for fees anywhere from \$20 to \$100 a month, so why not convert that into a very capable person who will always be in your pro shop and give you the extra advantage of having a bookkeeper in your shop all during the day rather than have to wait for him at the end of the month to pick up all your odds and ends of business already transpired.

Paint the back of your shop once in a while. Most bag-rack and workrooms that members see are dreary and dusty-looking and the members may think the pro has swept the dust under the rug.

Golf clubs can make good use of more suggestion boxes to gather ideas for the good of the club. A box in the pro shop, another in the men's locker-room and a third in the women's quarters will bring forth valuable ideas and prevent minor matters from becoming major troubles.

Bill Kaiser

(At Indiana PGA meeting.)

NEW GOLF BOOKS

From Tee to Cup. By Reg Manning. Published by Reganson Cartoon Books, PO Box 5242, Phoenix, Ariz.

Manning, a clever cartoonist has written and illustrated a book that slides some good sound sense on golf playing in between a lot of highly amusing cartoons. Maybe his pictures of skeletons taking swings will give many about as clear an idea as they'll ever get of what happens inside when a good swing is made.

Pros and supts. will get laughs out of the rather accurate way in which Manning treats of the funny problems of the funny golfers.

There's a cute little gimmick of a hole punched thru the book that serves as a focal point of cartoons.

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PLAY GOLF AND ENJOY IT. By Louis deGarmo. Published by Greenberg, 201 E. 57th st., New York 22. Price \$2.

Louis deGarmo, a veteran of amateur golf and an old-time insider on golf business, has written an interesting round-up of how you, too, can do as he's done; have a lot of fun shooting some good scores—or lousy ones—in good company. The introduction in it is tied up with reminiscences of the many great pros and amateurs with whom deGarmo played.

To those who have enjoyed golf with deGarmo over many years and those who've missed that merry experience the book will appeal as being brightly in the spirit of profound locker-room and fair-way scholarship.

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GOLF AND BE DAMNED. By Lawrence Lariar. Published by Prentice Hall, Inc., 70 Fifth ave., New York 11. Price \$2.95.

Lariar, a versatile cartoonist and writer who previously produced "Fish and Be Damned", and numerous other humorous and fiction books has done a hilarious job on golf. There isn't any sense to it except by accident and malice and its 124 pages of humor are usually quite funny not only because of Lariar's lines but because they spark so many "that reminds mes."

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THIS IS GOLF. By Louis T. Stanley. Published by A. S. Barnes & Co., 232 Madison ave., New York 16. Price \$5.

There are about 150 excellent action photographs of leading U. S. and British

pros with pin-pointed comment by a veteran British golf writer. It's the best photographic book that has been done for some time and warrants considerable and rewarding study.

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PRACTICAL LAWN CRAFT. By R. B. Dawson. Available in U. S. thru Albert J. Phiebig, P. O. Box 352, White Plains, N.Y. Price, \$4.

Dawson, director of the Sports Turf Research Institute at St. Ives, Research Station, Bingley, Yorks, Eng., has the subhead "Management of Sports Turf" on this book. He heads work that is the European counterpart of the USGA Green Section and state experimental station golfturf work in the U. S.

This is the fourth edition of "Practical Lawncraft" and shows great effect of research directed by Dawson in advancing British sports turf maintenance. Although U. S. and British golf course conditions differ in many respects the Dawson book is rich in interest for the U. S. course supt.

THE COMPLETE GOLFER. Edited by Herbert Warren Wind. Published by Simon and Schuster, New York. Price \$5.

Here is an expertly chosen round-up of golf fiction, humor (in word and drawing), reporting of the dramatic moments in golf history, close-ups of the personalities, sound instruction, and an insight into the highlights of golf architecture.

Herbert Warren Wind who assembled an all-star cast of contributors and companion researchers in compiling the anthology knows the score. He wrote *The Story of American Golf*, collaborated with Gene Sarazen on "Thirty Years of Championship Golf," wrote golf for the *New Yorker* and now is golf man on *Sports Illustrated*.

This "Complete Golfer" is a book that will provide many exciting literary rounds for the golfing reader. It's got a range of interest that will get them all from the passionate lover of golf to the golfer who can take the game or leave it alone—for a while, anyway.

Bob Jones writes the introduction and as usual says the right thing; this time when he writes it's "a particularly happy circumstance that in the present volume we have the tasteful guidance of Herbert Warren Wind."

Wm. H. Tucker, Dean of Course Builders, Dies at 83

WILLIAM H. TUCKER, who came from England to the U. S. in 1895 and designed and figured in the construction of 121 courses, died of a heart attack Oct. 6 at the home of his son Dewitt, at Albuquerque, N. M.

Grand old Bill had his 83d birthday Aug. 15 when the Jaycee National Junior championship was opening on the University of New Mexico course, one of the last of his jobs. He designed, built and supervised the maintenance of the university's 27 holes, its par-3 course and its range.

Bill was the first of the modern golf course architects. He was born in Redhill, near London, Eng., and had designed and built courses in England, France and Switzerland before coming here to build the Ardsley (N. Y.) CC course and rebuilt St. Andrews at Mt. Hope, N. Y.

He originally was a pro and a winner of some championships in the late '90s. His genius in design, construction and maintenance kept fresh to the end. The unique problems of building and maintaining a course in New Mexico were solved by Bill in stride. He had the knack of making friends not only with people of all ages and kinds, but with grass. His use of native rough at the U of N.M. championship course is an example of a high art in architecture that isn't often seen on new jobs, due to tournament pros and duffers insisting on wide open courses.

He is survived by 3 sons; Dewitt, Archibald and Wm. H., Jr.; and two daughters; Mrs. Bruce Fouche and Mrs. James A. Murphy.

Bill Tucker was a tremendous contributor to the progress of American golf and to the happiness of golfers.

Edmonton Turf Meeting Draws Widely

More than 50 golf course supts. from western Canada and C. G. Wilson of the USGA Green Section, O. J. Noer of Milwaukee Sewerage Commission and John Darrah of Chicago, attended the University of Alberta turf field day Sept. 25.

Prof. R. H. Knowles, in charge of the plots, piloted inspection of the plots and a greens nursery composed of Washington, Arlington, Congressional, Pencross, etc.

C. E. Robinson represented the Royal Canadian Golf Assn. at the meeting.