

recently I saw and heard something that made history, perhaps, in pro golf business. One of Ed's members, Sarge Gething, a champion senior, had just bought a new set of irons. Gething said "Maybe I don't need a new set of clubs but I get so much out of golf and put so little into it I thought I was due to spend something."

Pros Business Progress Earns High Respect

BY CLIFF CASTLE

WE IN THE WHOLESALE end of the golf business were at one time quite annoyed at our professional customers because they would not apply to their shops the same merchandising methods used by the average store.

Today only on rare occasions do we see an experienced professional making any serious mistakes in the operation of his business. That the professionals are giving a lot of study to the running of their shops is borne out by the fact that our collections are generally very satisfactory. We do have some slow-paying accounts, but when we investigate we find that there are usually contributing circumstances—family difficulties, illness, etc. Today that customer will acknowledge his indebtedness and either make a small payment or at least advise the wholesale house as to when they may expect settlement.

Today the golf professional, like most men engaged in other lines of business, recognizes that good credit is necessary if he is to be successful. Thus, the standard of the professional has been raised with the result that club members and officials hold him in much greater respect.

The professionals have modernized their shops. However, we do feel that a great many are hesitant to take enough markdown on slow-moving merchandise. Where merchandising is concerned, there is no difference between our wholesale operation and the professionals' retail trade. We often have to get rid of some merchandise at less than our cost—but it gives us money to put into new goods.

The capable heads of the PGA, supported by the experienced sectional of-

ficers, have succeeded in protecting their members by having the manufacturers build certain models which are confined to the professional trade.

Now one may gather from the tone of this article that everything is peaches down in Georgia, but to this old timer there exists a condition which may be detrimental to the majority of professionals and beneficial to but a few. Here it is:

Is the annual late summer and fall deluge of closeout golf clubs and bags good for the golf business? Is it good for the business as a whole, or is it good only for those professionals who have the finances or the backing to buy large quantities? Perhaps at a nearby club a brother professional is struggling to take care of his current bills and can not avail himself of the bargains. How must this man feel when some of his members go over to the other shop and effect big savings on matched sets of clubs? Also, is it good to get the public too bargain or closeout conscious?

No manufacturer can plan his production so perfectly as to have nothing left over at the end of the selling season. But . . . when these closeouts are available in quantities year after year it raises many questions.



Cliff Castle

Tee Improvement Idea Got Players' Loud Okay

By HERB KLONTZ

Supt., Ellis Park Golf Course, Cedar Rapids, Ia.

OF ALL the ideas I've received at meetings with my brother superintendents the one that most obviously has benefited our course is that of aerifying and topdressing tees monthly during the season.

I haven't been able to apply that monthly schedule yet but aerifying three times this season and using the same 1-1-1 topdressing I use on my greens has produced a marked improvement that has brought a lot of favorable comment.

All over the country there are more bad tees than good ones, I believe, and this program of maintenance would correct that situation. Many tees are too small and are poorly located and built for maintenance. The aerifying-topdressing treatment will help greatly to bring them up to the condition the players and superintendent desire.

On a heavily played public course the idea is the answer to a problem that has troubled many superintendents.