

he is sure that \$125 for an 8-unit set of irons is beyond a customer it's up to the pro to get the best at a price the customer can afford to pay.

But don't be too quick to down-grade the customer. Quality always has a strong and wide market value with a good salesman on the job.

### Wood Prices In Line

Cowen's figures on the woods also tell a story that shows golf has kept prices very much in line.

In 1946 the highest priced 4-club set of woods sold for \$70. The top 4-club wood set in 1956 models sells for \$90, an increase of 28.57 per cent—and that's surprisingly small over a ten year period.

The lowest priced woods that pros would want to handle as having value for their customers cost at retail \$10 each in 1946. A greatly improved club in the same class in the 1956 lines sells for \$10.75. The 75 cent increase means only a 7½ per cent increase in ten years.

Is there any businessman golfer who would complain about that increase as he thinks of the cost and price increases in his own business during the past decade? Or as the woman golfer thinks of her own shopping wouldn't she be happy if other items had kept prices in line with golf clubs?

Seed, fertilizer, water, maintenance equipment costs, and labor costs for golf course maintenance have felt the upward pressure of prices and the course superintendent and Green chairman know that nobody's getting rich by being forced to sell at the higher prices. Maintenance budgets will increase for 1956 at many of the better courses simply because the members want the best possible and know they'll have to pay for it.

The same condition exists in the selling of golf clubs.

### Cornwell Slated to Head Course Superintendents

Ward Cornwell, supt. Lochmoor Club, Grosse Pointe, Mich., has been selected by the Nominating committee of the Golf Course Superintendents' Assn. of America, as its choice for president of the organization. Election will be during the association's annual meeting which will be held at Long Beach, Calif., Jan. 5-10, 1956.

Other selections of the Nominating committee in naming men also to be elected for one year terms:

Vice presidents: Jack Gormley, Wolferts

Roost CC, Newtonville, N. Y., and Paul Weiss, Lehigh CC, Allentown, Pa.

As candidates for three positions on the GCSA Board of Directors, each to be elected for two years, the Nominating committee named Elmer Border, Olympic Club, San Francisco, Calif.; L. E. Lambert, Oakwood G&CC, Dodson, Mo.; Henson Maples, Pinehurst (N. C.) CC; John McNamara, Chartiers CC, Crafton, Pa.; Samuel S. Mitchell, Ponkapoag Golf Course, Canton, Mass.; and Roy Nelson, Golden Valley GC, Minneapolis, Minn.

The Mid-Atlantic Annual Turf Conference will be held January 17-18, 1956, at the Lord Baltimore Hotel, Baltimore, Md. Dr. E. N. Cory will be in charge.

### Hines Has Biggest Golf Car Operation

**J**IMMY Hines at Thunderbird GC, Palm Springs, Calif., has the biggest golf car operation of any pro department. Hines has more than \$50,000 personally invested in golf car service for Thunderbird's members and their guests.

The Hines investment includes \$25,000 in a building to garage and service the cars, and about \$30,000 in equipment and parts. There are 150 golf cars, 40 Hines-owned, garaged in the building.

Service is \$15 a month, which includes charging, normal maintenance and delivering the car to the first tee and taking it from the 18th green area. Hines has one man the year around on the car job and two men during the busy season.

Forty owners of homes bordering Thunderbird have their own cars. Some are two-car families, with the wife having a golf car of her own. Ten new homes building at Thunderbird have electric outlets in carports for charging golf cars.

Golf car rental at Thunderbird is \$8 a round for the new models.

Jimmy says there's already a quite lively business growing up in used golf cars and need of care in making allowances on used cars to prevent the business getting into the risky situation of the used automobile business.

Requirements of attendants' services in handling the cars to and from the users at courses, garage and maintenance expense and depreciation involve amounts that require the pro providing golf car service to make careful study of his operating procedures, expenses and income, Hines emphasizes.