

Officers, Directors Nominated by GCSA Committee

Nominating committee of the GCSA has prepared a slate of candidates for pres., vp and directors which will be voted upon at the 28th Turfgrass Conference in Louisville's Kentucky Hotel, Feb. 10-15. Nomination usually assures election although GCSA by-laws permit floor nominations for all offices.

Those nominated include:

Pres. Paul Weiss, Lehigh CC, Emmaus, Pa.

VPs: Robert Williams, Beverly CC, Chicago and James E. Thomas, Army-Navy CC, Arlington, Va.

Directors: Leonard Bloomquist, Brookview CC, Minneapolis; Nelson Monical, Portage CC, Akron, O.; Tom Hayes, Meadow Brook CC, Overland, Mo.; Marion Mendenhall, Kenwood CC, Cincinnati; Thomas Topp, Syracuse Y & CC, Clay, N. Y.; Henson Maples, Pinehurst (N. C.)

Auditor Points Pro to \$600 Annual Saving

One of the younger professionals, good on a club job and in the tournaments, told GOLFDOM:

"Pros can't very well complain about club officials having no idea of pro department expenses when the fact is that the pros often don't know what the score really is on what it costs them to do business.

Had Eyes Opened

"I thought I was pretty well informed about my business expenses and was handling them carefully until I made a deal with an auditor to go over my books each month and tell me where I could save and make money. I wasn't charging what I should have charged against the expense of operating my department. I was paying a lot out of what I thought was profit in my pocket and I was missing a lot on legitimate income tax deductions. I wasn't buying right or making sales before I had money tied up in too much slow moving stuff.

"The auditor's discoveries, suggestions and advice saved me \$600 last year. That may not seem much to some pros who talk big money but when you figure it as the profit on shop business or as lesson income, \$600 represents a lot of business."

USGA ANNOUNCES 1958 DATES

The USGA has announced that the 1958 National Open will be played at Southern Hills CC, Tulsa, Okla., June 12-14.

The 1958 National Amateur will be played at the Olympia Club, San Francisco, Sept. 8-13.

The Americas Cup will be played Sept. 5-6, 1958 at the Olympic Club, San Francisco.

Other 1958 dates:

Women's Open, Forest Lake CC, Bloomfield Hills, Mich., June 26-28.

Amateur Public Links, Silver Lake GC, Orland Park, Ill., July 7-12.

Women's Amateur, Wee Burn CC, Darien, Conn., Aug. 18-23.

Better Pro Merchandising Assures Bigger Pro Sales

Kenneth Smith, who went from a pro job to establish what has become the world's largest custom clubmaking business and to make a stock line of fine clubs, takes a bright view of the pros' business picture for 1957.

The Kansas City club specialist says "the representative professionals have steadily improved their buying, display, advertising, selling and service operations, have bettered their stock control and extended careful management of other details of their business.

"These pros are alert and successful merchants and can solve their problems just as competently as competitive merchants solve problems they have in their businesses," Smith continues. "The pro's intimate contact with golfers, and the strong sales opening he has through the lesson tee, give him an advantage over the inevitable competition. But he must constantly offer customers what they need and want and have it ready for their inspection and use."

Turfgrass Course at U.C.L.A.

Starting Feb. 5, the University of California Extension, Los Angeles, is offering a 12-session course in Turfgrass Culture. Classes are being held at U.C.L.A. Experimental Area, Bldg. B, 300 Veteran Ave. in LA on 12 consecutive Tuesday evenings from 7 to 9:30 p.m. Victor B. Youngner will instruct the Extension course.