

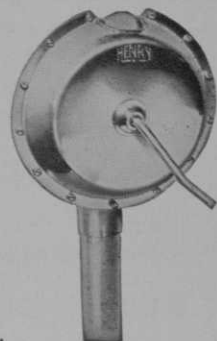
For better and more economical golf ball washing
HENRY Golf Ball WASHER

- Will dress up any course • Dirty water will not splash • Heavy gauge steel • **NEW** improved insert in rubber squeegee • Oil impregnated bearings • No brushes to rot.

A. C. Schendel, Distributor

R.R. 5, Box 92, Waukesha, Wisconsin

Dealers in all principal cities



**BALL
WASHER**

\$14.75

Prices F.O.B.
Waukesha, Wis.

bogey or sweepstakes prizes, charge slips to be made out or cash transactions to be handled.

Keeping Them Happy

The idea is to make every customer feel as though everything is being done for his convenience and with only one — or maybe two assistants — in the shop, it is going to require training, personality and good luck to keep the peak load customers happy.

It all adds up to "Don't keep them waiting." It takes enough time to play 18 holes these days!

Commandment 10 is "Remove the bottlenecks in recording sales." The pro shop sales book and register usually are located conveniently where they can be reached, but when they're not the mistake is costly in time and money.

National Cash Register experts have worked out a simple accounting system for use in the golf shop but it never has been used enough by pros who need its help the most.

Sales recording tied up with an inventory check, accounts payable and receivable information and a reliable re-order signalling system would make operation of many shops less confusing.

The necessity of keeping records for federal income tax and state sales tax purposes has accounted for a marked im-

provement in pro business records and management. However manufacturers often remark that failure of pros to take advantage of cash discounts involves amounts equal to profits on a great many club, ball, bag and apparel sales.

Another loss that pro records ought to prevent is the unnecessary expense of shipments that have to be rushed at extra cost because the pro didn't order in plenty of time to get the merchandise without paying a shipping premium.

**Birds Are Singing Again
in New England**

An article in the July GCSA New England Newsletter states that in May, tees and greens in this state (Mass.) were a sad looking lot, enough to discourage even the most experienced supt. "But," the article continues, "thanks to the diligence, patience and hard work of the turf specialists, the tees and greens are just about back to normal. The wounds and scars from Mother Nature's low blows have almost disappeared. Last week's cool, drizzly weather was all that was needed to restore the turf."

**No Need to Take Inventory!
See Buyers' Service • P. 95**

• **Insist on PAR TUBES** •

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