

private card index file, posted daily, is a great help in this respect. Scanning it thoroughly every Monday morning maps out the week's merchandising campaign.

Perhaps the biggest headache in pro merchandising, as in any other type of business with a limited clientele, occurs in the purchase of merchandise for the season ahead. If a mistake in judgment is made at that time an entire season's merchandising program can conceivably prove a financial failure. This angle is so loaded with dynamite that a great percentage (too large a percentage, in fact) of pros refuse to buy until the season is almost or actually open.

In pursuing this course the pros are kidding nobody but themselves. By refusing to obligate themselves in advance to a reasonable amount of merchandise, they pass the buck to the manufacturer. The manufacturer cannot wait for the season to open before making his product, and in planning his year's manufacturing program must do so without benefit of having a fair idea as to what the pro field desires and will require.

The pro should get it firmly in his mind that he is a legitimate business man and as such should conduct his business as any other legitimate business man is forced to do. If he makes the mistake of overbuying there is no reason why he should cry to his manufacturer to take the rap for his poor judgment. Special events with merchandise prizes at the tail end of the season affords one way of disposing of surplus merchandise. The holidays offer another opportunity. If necessary the merchandise can be offered at reduced prices the following season, making attractive items for beginners and bargain hunters. It is far better that the pro sell his own members at reduced prices than have a competitive outlet do so—an event that is sure to happen if the merchandise is returned to the manufacturer or distributor.

Everything considered, it is apparent that the basic problems of pro merchandising do not differ greatly from any other retail business, aside from the fact that the pro enjoys the advantage of knowing almost to the exact letter how many potential customers he has. He can take advantage of this fortunate circumstance by analyzing in advance each one individually, anticipating their needs, and placing advance orders for a reasonable percentage of the total. Having taken the first step in the season's merchandising program, he can follow this up by personal contact, letters, and the many other subtle ways open to pros to sell merchandise to golfers. His efforts incidentally should not



JARO FABRY

"Since it's so tough to get waiters nowadays, the management furnishes a copy of TRUE while you wait." (One of the great family of Fawcett Publications.)

NO RELIEF

BECAUSE the war news is better each day, many people are relaxing wartime restrictions . . . driving faster than 35 . . . saving less kitchen grease . . . forgetting to get waste paper out promptly . . . buying fewer war bonds, etc. . . . And many golfers are operating on the mistaken belief that the war will soon be over and *new* golf balls will commence pouring out of our factories.

This is all wrong and very *dangerous* to the game of golf. There is *no relief from the golf ball drouth in sight* or in the foreseeable future. Even when the war ends it will be some time, I am reliably informed, before we will be able to manufacture golf balls of pre-war quality.

IT'S WILSON TODAY

IN SIGHT!

This warning must be passed along to all Professionals and players if the game is to keep its health during the next season or two.

Brand new golf balls of pre-war quality may be several years away. We don't know the exact date. We can't even guess it. But we *do* know that increasing numbers of old rebuildable balls must be kept coming in right up until the first batch of new pre-war quality balls is ready for shipment.

W.B. Gealy

President
Wilson Sporting Goods Co.

Wilson
GOLF EQUIPMENT

IN SPORTS EQUIPMENT

be confined only to a busy four or eight months period, but should be continued throughout the year.

It requires no seer to predict that there will be a tremendous post-war demand for all golf equipment. The demand will be as proportionately great as the demand for new electric refrigerators, electric irons, vacuum cleaners, and many other items taken off the civilian market by the necessities of war. The demand will be just as proportionately great in Licksillet, Georgia, as it will be in Seattle, Washington. "Who will get the bulk of this business?" is a question that every pro in America should be asking himself—and starting right now to do something about it.

The time set for the big new golf equipment market is sometime in the future. The time for the pro to prepare himself to be the dominant figure in that market is now.

J. S. Clapper, Maintenance Machinery Manufacturer, Dies at Minneapolis

John Samuel Clapper, 75, chairman of the board of directors, retired president and one of the original founders of the Toro Manufacturing Corporation, died at his home, 510 Groveland Avenue, on Thursday, August 3rd, after an intermittent illness of long standing.

Born in Mexico, Mo., on February 1, 1869, his earliest business career was as salesman for the International Harvester Company, and later he became branch manager for them in Des Moines, Iowa.

In 1906 he located in Minneapolis for the Racine-Sattley Company, remaining with them approximately four years, and in 1910 he was appointed service manager for the Gas Traction Company. In 1912 he became Minneapolis branch manager for the Emerson-Brantingham Company, and in 1913 production manager for the Bull Tractor Company.

In 1914, in cooperation with H. C. McCartney, J. L. Record, J. F. McCarthy, P. J. Lyons, Paul Knoll and several associates, he organized and became president of the Toro Motor Company, later reorganized as the Toro Manufacturing Corporation. He retired from the presidency and was elected chairman of the board of directors in May of 1943 and was chairman of the board at his death.

As past president of the Rotary Club of Minneapolis, vice-president of the Upper Mississippi Waterway Association, and director of the Associated Industries of



JOHN SAMUEL CLAPPER
1869-1944

Minneapolis, Mr. Clapper was active in many civic enterprises in addition to his industrial activities.

In the field of sports, particularly golf, trapshooting, and hunting, he was an enthusiastic participant and a strong competitor.

Mr. Clapper was one of the pioneers of specialized machinery for golf course maintenance, his early experiments with fairway mowing equipment having begun following the close of the first World War. In the ten years following the war's end the number of golf courses in the United States increased more than 800 percent. The phenomenal growth of the game was due in no small measure to the improvement, speed and economy in golf course maintenance made possible by mechanized upkeep equipment.

Indeed, golf lost one of its great men in the passing of Sam Clapper.

W. D. Vanderpool Dies

Wynant D. Vanderpool, prominent New York banker and USGA official for many years, died August 19 at York Harbor, Me., of a heart attack while watching the Maine State Tennis Championship from the veranda of the York CC. His age was 69.

A graduate of Princeton university and Harvard law school, he developed a fondness for golf in his youth and his interest in the game was retained until his death.

For many years he was secretary of the Metropolitan Golf Association. In January 1924 he was elected president of the United States Golf Association, serving for a year and later became chairman of the association's executive committee and active in the greens section.

IN TRIBUTE ~ ~ ~ TO THOSE WHO SERVE

● Keeping alive interest and enthusiasm for golf by encouraging a better use of leisure hours has done much to keep America's network of courses active during the war period. H & B salutes the Pros who have, with determination, perseverance and hard work, contributed so much to golf's success today! When victory is complete, a great foundation for peacetime golf will have been built throughout the nation—the game will enjoy the greatest popularity in its history.

HILLERICH & BRADSBY COMPANY, Louisville 2, Ky.

The Army-Navy E was awarded the men and women of H & B for outstanding achievement in war production.



**HOME OF
LOUISVILLE POWER-BILT GOLF CLUBS
LOUISVILLE SLUGGER BASEBALL BATS**

"TAM" Gets Golf's Biggest Crowds and Nelson Golf's Biggest Prize

★ George S. May's All-American tournaments appear to be solidly entrenched as a major golf event after four years of ballooning popularity since their premiere in 1941.

The true picture of this rapid climb is best shown by attendance as estimated for each year by sports writers and other experienced observers. The inaugural meet set a new American record for golf-tourney attendance, drawing 41,000 spectators. The Sunday crowd alone totaled 23,000. Attendance in 1942 zoomed to 62,000 including a Sunday total of 30,000. Last year the total rose still higher to 67,000, the Sunday count to 32,000. This year the attendance for each day, Monday through Saturday, exceeded that of the corresponding day in 1943, and the total would doubtless have topped 85,000 except for the double disaster of a rainy Sunday and the lack of an Open tie and play-off.

Recipe for a Supergolfmeet

Mr. May's formula for drawing crowds is briefly this: He holds the admission price to one dollar—an absurdly small sum by comparison with pre May admission charges at major meets—and gives a whale of a lot for that dollar, i.e., a colorful three-ring performance starring the nation's best available pros, amateurs, and women players.

High quality of All-American fields may be judged from winner and runner-up lists which include Byron Nelson, Open winner in 1941, 1942 and 1944, with Ben Hogan, Clayton Heafner and Ed Dudley respectively as runners-up; Jug McSpaden, Open winner in 1943, with Buck White in second place; Bud Ward, Dale Morey, and Ed Furgol, Amateur winners respectively in 1942, 1943, 1944; Art Doering and Skip Alexander, leading amateurs in the Open of 1941 (tied); Frank Stranahan, Art

Doering, and Earl Christianson, leading amateurs respectively in the Opens of 1942, 1943, 1944; Patty Berg, Women's Open titleist in 1943; Betty Hicks, Women's Open winner in 1944 and runner-up in 1943; and Dorothy Germain, Women's Open runner-up in 1944.

In order to attract these stellar casts, Mr. May dishes out prize money in king-size chunks, upping the ante as required to make each of his meets the richest of the year. The total purse was \$11,000 cash in 1941, \$15,000 cash in 1942, \$10,000 in War Bonds in 1943 (not much competition in that year), and \$42,500 in War Bonds this year (\$30,100 in cash value). In 1945, with more and richer meets in prospect for competition, he plans to tack on another \$10,000, raising the total purse to \$40,100 in cash, \$12,500 going to the Open winner.

Reflecting the combined effect of large prizes and the ever-growing prestige of the All-American tournaments, the number of contestants increased year by year from 300 to 354 to 405 to 648.

Other Success Factors

As major causes for success of the May meets we have stressed the low admission price plus quality and variety of entertainment. This is not the whole story, of course, for there have been other important contributing factors:

Living up to his reputation as a business engineer, Mr. May has run his tournaments in smoothly businesslike fashion, reducing frictions and confusion to a minimum. Written instructions for the guidance of his helpers in the 1944 tournament filled five large loose-leaf manuals and covered 472 items, arrangements for parking of cars being one item, handling of players' hotel reservations another, etc., etc.

Throughout the past four years Mr. May

Left: View of double decked permanent grandstand behind 18th green. Temporary bleachers of greater capacity bordered east side of green. Right: Mr. and Mrs. May watch pro stars from first tee.





Left: Tam O'Shanter, within Chicago City limits, had its parking lots taxed to capacity. Right: Although Tam's crowds are big, the galleries get a good break due to the fine work of the Marshalls.

has continually improved the course both scenically and as a test of golf. On new trees and shrubs alone (more than 2,000) he has spent more than \$35,000.

Near perfection has been achieved in marshalling, based on extensive study of the problem, so that milling crowds have been handled to their own satisfaction as well as that of the players, despite the huge attendance.

Needs and desires of galleryites have been further cared for in such details as grandstands for the foot-weary; numerous concession tents, comfort stations, and public telephones; admission of the general public to the clubhouse; and introductions through amplifiers of each player as he started, with a brief resume of his golfing career.

May's Tourneys Are Big News

Mr. May's three-decker golfing spectacles have received ever-increasing attention from press, movies, and radio as they grew in popularity and newsworthiness. Among recent examples are "Don't Feed The Golfers", the story of Tam O'Shanter and George S. May in the SATURDAY EVENING POST; LIFE's well illustrated story of the 1944 All-American tournaments; newsreels of the event made by Fox Moxietone and Universal; and the daily NBC sportcasts by Bill Stern from Tam O'Shanter during the tournament.

August 20th through 25th, 1945, are the dates already set for next year's All-American three-ring golf extravaganza at Chicago's Tam O'Shanter.

Diegel Accents Hands' Importance

★ Ask Leo Diegel what he considers the most important part of a good golf swing, and the Philmont veteran will unhesitatingly declare, "the hands."

For Leo, who has been head man at the spacious Philmont club since 1934, is thoroughly sold on the part played by the hands. "They're really what count," he says. "A good golfer can play around most courses flat-footed or while standing on one leg, but by using his hands correctly he can still get around in low figures."

Leo cites an example. "One of the greatest golfers I ever played with was Commodore Heard, of Houston, Texas. He was short and stocky, standing only about five feet, six inches. He used a three-quarter swing with a slightly closed face.

"The Commodore looked little like a great golfer, but his long, accurate game enabled him to beat the best of the professionals. He shot a 68 on his 68th birthday and seven years later, when he was 75, he got around in just 75 strokes. Correct hand action had a whole lot to do with Mr. Heard's success.

"And even yet, although I haven't seen him for over a decade, I think of the Commodore whenever I give a lesson to a 100 shooter who is inclined to be a bit wild, and try to teach the pupil his swing.

"There's another great Houston golfer who is a fine model. Youngsters who have any golfing ambitions would do well to copy his swing. I refer to Jimmy Demaret—whose swing is a dream."

Diegel gives more than 700 lessons at Philmont each year. One of his teaching accessories is a large, life-size mirror. Last season Leo also hit upon the idea of encircling golf club grips with an ordinary piece of garden hose. "It helps to loosen up pupils who are too tense and makes their swing more rhythmical," says the Philmont pro.

He started a junior class several seasons ago and, aided by Matt Kowal, his assistant, devotes two hours every Saturday morning to the youngsters. About thirty children are in the class. They are drilled on the fundamentals.

But the backbone of Philmont, as of most other clubs, are the business men,

How about a swap?



**SPALDING KEEPS SPORTS ALIVE
AMONG THE COMING GENERATION!**

**BABE RUTH...ON THE AIR!
NATIONAL TENNIS CHAMPIONSHIPS...ON THE AIR!**

● When golf balls begin to look as if Towser had cut his teeth on 'em, even the worst miser in the club develops that Santa Claus impulse at the sight of a new golf ball.

Well, your members needn't sacrifice their dearest possessions for a new set of gleaming white pellets. Just get them to round up their old golf balls—and swap with Spalding. Send 'em to us, and you'll get back the same number, reprocessed the Spalding way—less rejects! So, keep swapping—and keep 'em swinging!

A. G. SPALDING & BROS., DIV. OF SPALDING SALES CORP.

Spalding Sets the



Pace in Sports

Spalding

GOLF BALL SALVAGE PLAN



FLYER
(Pro only)



WAR-FLITE



BOMBER



RECRUIT

most of whom took up the game comparatively late in life. "It's foolish for them to try to become great golfers," Diegel says. "I suggest that most of them employ a three-quarter swing, and stress accuracy instead of distance. Many inexperienced players get a 'slap hit,' which is all right in itself, but the great majority have no conception of what to do on the down swing.

"Again it is the hands that enter into it, for too much right hand will have the golfer handicapped by a looping swing, or 'crossing the line too soon.' I'm a great believer in teaching them to use a short grip, which will prove a big help to correct hand action."

Prior to taking up the Philmont post, Diegel worked for 12 years as a private professional at the Agua Caliente club, in Mexico. He instructed E. B. McLean, Washington publisher, and movie magnates Adolph Zukor and Joseph Schenk. He also gave a series of lessons to the late President Harding, and President Abelardo Rodriguez during a two-week sojourn at Mexico City. While in London, Leo spent three weeks ironing out the golf shots of the Duke of Windsor.

He doesn't have the time to compete in many tournaments any more. But the talented Philmont veteran, whose crab-crouch putting stance won wide attention years ago, still gives young, promising professionals a bitter battle whenever he enters tourney tests.

Members Who Cooperate Deserve Credit for Successful Operation

Meeting pre-war budgets with low memberships and the requisite high standard of club service are problems which war conditions have not made easier for the president, his club officers and governing board.

Yet, a club president's recent statement that "clubhouse operations are running smoother than at any other time before the war" can well be explained and is well founded. This may hold true according to Eric G. Koch, executive manager of North Hills Golf Club, Douglaston, N.Y. Such a happy situation can prevail even in these extraordinary times provided clubs enjoy the benefit and experience of a good manager, an efficient pro, a capable greenkeeper and a good club organization to back up his office.

Koch goes on to say:

"Clubs which have survived the pre-war lull and are operating today can boast in most cases of full memberships, excellent patronage and satisfactory operating

profits. Many shortcomings as far as clubhouse operations are concerned can be directly attributed to the war and most members are lenient enough to appreciate the present circumstances and will overlook the lack of many refinements as far as service and cuisine are concerned that were essential to pre-war club operation.

"Furnishing club service of nearly or as high a standard as in previous years rests still on the shoulders of the club manager. The personnel problem is one that will not be off the mind of any club manager until way after the war is won and it is indeed a phenomenal assignment to continue the operating departments, which are doing a larger volume of business than ever before, with the unavoidable turnover of personnel, the lack of supplies, rationing and the difficulties in making replacements and repairs.

"I wish to pay tribute to the members of the club who cooperate so wholeheartedly and make the best of certain curtailments and difficulties that are unavoidable at this time.

"The most helpful improvement and one that in my opinion will be well to continue after the war is to close down the clubhouse on Mondays, thereby making available the entire personnel throughout the week. From a financial viewpoint this innovation is saving now and will save considerable sums of money at times when clubs will again be confronted with budget problems.

"A club manager was always proud to operate his clubhouse on a most efficient plan with expenditures well within the confines of the club's budget and present conditions are only a challenge to maintain this service and improving on it wherever possible.

"I am sure that the sentiments expressed in this outline will be shared by many club managers. Let us hope for an early victory and the continuation of private clubs, which add so much to the benefit and enjoyment of our home communities."

Post-War Plans for Richmond GC Are Big

Plans for the post-war improvement of the Richmond (Calif.) GC include enlarging present clubhouse to twice its size to contain larger locker room for ladies and men, an addition to the bar-lounge, new entrance, new kitchen and service entrance. Also, an enlarged parking area, tennis courts, softball diamond, archery field, barbecue pits, a reserve steel water tank, rest and shelter houses, new main water pipe line and well. Dues will remain the same with a goal of 350 memberships scheduled.