

prep fairway activity. Texas rated No. 1 with 350 high school golf teams. Texas is where the golfers come from, remember? (End of sermon.)"

Another de-luxe 18-hole course in prospect for Palm Springs, Calif. . . . Site near Wonder Palms hotel . . . Heart of America Greenkeeping Assn. members to be hosts to club officials and pros in a tournament at Milburn CC (KC dist.) May 22 . . . H of A organization also expects big turnout at Central Plains Turf Foundation Field Day, Manhattan (Ks.) CC, June 12.

Merrell Whittlesey in Washington Star features Shields brothers, Roy and Ray, twins who operate White Flint and Annapolis Roads 9-hole fee courses and driving range, and Bob who is supt. of Montgomery County courses at Sligo and Glenbrook and was elected pres. Mid-Atlantic Assn. of Golf Course Supts. his third year in the district . . . Colonial Invitation at Ft. Worth, May 23-27 putting spotlight on younger tournament players . . . In field of 42 Colonial has included almost all newer men who made promising showings on winter circuit.

Some supts. have been saying this spring that another item that should be invented for golf course maintenance is an amphibious mower . . . Royal Canadian Golf Assn. organizing program of junior golf clinics to be conducted in each prov-

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★ *Immediate delivery*

GOLF HOSE

**50% WOOL
CUSHION FOOT HOSE**
Rib Top and Elastic Top

America's Finest Golf Gloves
at prewar prices

CASHMERE SWEATERS
Men's and Ladies'

100% WOOL FLANNEL SLACKS

No. 38 LADIES' JACKETS
See Picture Our Catalogue

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Dunedin, Florida



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**TIME AND MONEY SAVER
FOR EVERY PRO SHOP
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tool of 1001 Uses

- ✓ Initial clubs
- ✓ Smooth out nicks—
in both woods and irons
- ✓ Speed up refinishing
- ... unlimited other uses, too!



Put HANDEE to work in your pro shop! Here's the "Tool-shop in Your Hand" that's good for countless jobs. HANDEE grinds, drills, polishes, routs, engraves, carves, cuts, etc. . . on metal, wood, plastic, etc. Rugged, dependable, cool running . . . perfectly balanced for pencil-like operation. AC-DC, 25,000 r.p.m. For fast, sure performance, choose HANDEE — first and finest!

Order yours today
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Free Catalog.

COMPLETE HANDEE
KIT — 51 matched ac-
cessories in fitted
metal chest **\$27.50**

HANDEE only, with 7 accessories
\$19.95

CHICAGO WHEEL & MFG. CO.

Dept. G, 1101 West Monroe St.
CHICAGO 7, ILLINOIS

ince ... Bettye Mims Danoff back on women's tournament circuit with new honors ... A daughter born in February ... Cy Foster now pro at Sunningdale GC, Toledo, O. ... Walter Hall who's been on Claude Harmon's staff at Winged Foot and Seminole, goes to Hershey (Pa.) CC as resident pro ... Hogan is Hershey's road show pro.

Move over, you new fathers, and make room for Joe Graffis, Jr., GOLFDOM's asst. advertising mgr. ... Joe Graffis III born at Evanston (Ill.) hospital April 29 ... His mother, with her usual good judgment and fine timing of her first-born, had Joe III arrive on the birthday of his granddaddy, Joe the One.

Sam Snead as a preliminary to the opening game at Wrigley Field, Chicago National league baseball park, slammed a 2 iron shot over the center field scoreboard and out of the park ... Home plate to center field fence is 400 ft. ... Bleachers about another 50 ft. and top of scoreboard about 50 ft. from ground ... Hollenback Park muni course, Wilkes-Barre, Pa. raises rates; 50 to 75c week-days, \$1 to \$1.25 Saturdays and Sundays ... Season rates also raised.

Dale Shepherd, Campus Club, St. Paul, elected pres., Midwest Chapter, Club Mgrs. Assn.; Wally Mund, Midland Clubs GC, vp; and Mrs. Hazel Baker, Lafayette

The **PRO-RICKSHAW**
America's Finest Golf Cart

- **PERFECT BALANCE**
Carries the full load without whip
- **SIMPLE AND COMPACT**
Opens like an umbrella
Closes to 10" x 13" x 32"
- **STURDY**
Heat treated aluminum alloy construction
- **FREE WHEELING**
Cast aluminum wheels with full ball bearings

The **PRO RICKSHAW** is America's finest cart not only because it does the best job of carrying the full load, but the quality built into it assures years of trouble free service.

Write to

UTILITY PRODUCTS CO. MILWAUKEE 9, WISCONSIN



\$28.95

**SOLD ONLY
THRU MEMBERS
OF THE P.G.A.**

APPROX. WGT.
12½ lbs.

Club, Minnetonka Beach, Sec.-treas. ... Trustees elected are Del Carson, George Harkness and Stuart Johns ... Mike Serino, pro at Armed Forces Club, Fort Jackson, Columbia, S. C., recently took time off from handling play at one of heaviest played military courses to tie course record with 66.

Extending value of greenkeepers' turf savvy put on record again at Iowa State College 17th annual short course in talks about how maintenance practices developing from golf turf research improved football fields ... Southern Hills CC, Tulsa, Okla., 1951 Golfers' Guide for members, one of the best combinations of club information, program and directory ... Got some good laughs in it too ... In pro staff section mention is made that staff, headed by Bill Wotherspoon, has total experience of 100 years, and is highly endorsed by member Dave Fields (negotiating score 103) who says, "After taking lessons for five years I'm happy to say my game is no worse than when I started."

Golf associations of Long Island (Amateur, Women's and PGA) present suburban body-type automobile to Red Cross ... Connecticut PGA planning exhibition and lesson program for patients in Vets' hospital in Hartford ... Palm Beach Round Robin invitation at Wykagyl CC,

**NEW, QUICK WAY
TO KNOW YOUR GAME
AND LOWER SCORES!**



FIVE-IN-ONE

MANUAL AND 25 RATE CARDS

Only \$1 Postpaid

Five-In-One is a brand new, amazingly effective system to analyze your golf game yourself, concentrate where you need it most, and lower your scores quickly. Two or three completed rate cards tell you or your pro more about your game than an hour on the practice tee.

Send \$1 for complete, easy-to-follow instructions and 25 rate cards today. Your money back if not completely satisfied in 10 days.

Note to Pros, Sporting Goods Dealers, Driving Range Operators: Five-In-One sells on sight ... and sells lessons. Write for quantity discount schedule.

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golfer
will
want



THE HOPSAKING SPORTCAP BY *Flip-It*

Here's the newest, fastest-moving golf cap on the market... the Hopsaking... especially designed for hot weather selling. The open-weave mesh fabric makes it cool, lightweight and comfortable. Genuine Leather Sweat. In Natural only. \$16.50 per doz.

For your complete catalogue
of Flip-It sport hats and caps, write:

Flip-It INC. 23 Waverly Place, New York City

Champion [☆] FULL-FINGER

Here's the new Champion Full-finger . . . now with double shirred Nylon back! Select imported Capeskin . . . ventilated palm . . . shirred wrist. In attractive red, green and navy. Men's and women's.



Champion
Style
No. 92

America's Finest GOLF GLOVES

Champion Golf Gloves are made only from selected prime quality domestic and imported skins . . . and all Champion leather is TOGGLED (pre-stretched) to promise lasting fit. Only Champion brings you the patented Vacuum Grip . . . the original "Breezy Back" . . . elastic adjustable wrist straps . . . and shirred back design! Get with a winner . . . get with Champion!

Champion [☆] SURE-GRIP

This fairway favorite features rubber palm webbing for an improved, Champion grip. Elastic wrist strap fully adjustable. . . Champion quality Capeskin. . . Perforated fingers. Breezy Back. Men's and women's.



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Style
No. 49

FREE! Write today for your free folder featuring the complete Champion Golf line for 1951!

Champion [☆] SPORTS GLOVES

Champion Glove Manufacturing Co.
309 Court Avenue Des Moines, Iowa

229 Fourth Ave.
New York 3, N. Y.

3061 Los Feliz Bldg.
Los Angeles 39, Calif.

311 Desplaines St.
Chicago, Illinois

5040 Park Ave.
Minneapolis 17, Minn.

New Rochelle, N.Y., June 7-10 entire proceeds again will be presented to New Rochelle hospital fund by Elmer Ward . . . Fund already has received \$60,000 from the Palm Beach Round Robin . . . Alvin Handmacher, angel of the Weathervane cross-country series of women's Open tournaments, presenting proceeds to charities at Pebble Beach, Dallas, Indianapolis and New York City.

Olin Dutra says they're playing five days a week on the great new course of the Club de Golf Mexico at Mexico City and clubhouse will be completed this year . . . Club not yet officially opened . . . Expects to be host to a big money Latin American Open in spring, 1952 . . . Dutra's pro at the club . . . In addition to other activities in Mexico he's entered the golf bag-making business with the firm of Dutra y Zavala, Lago Tanganica 23, Mexico 17, DF.

Scott Tupper, construction engineer, now with architect Robt. F. (Red) Lawrence building additional 18 for Ft. Lauderdale (Fla.) CC . . . Lawrence and Scott have collaborated in other fine golf course production . . . The new 18 will be opened in Nov. . . . Tupper also constructed the Tucson (Ariz.) CC job for Billy Bell . . . Board of Greenkeeping Research in Britain planning to issue series of certificates and diplomas in sports turf management

"There's dirty work afoot", says SCRUBBY

. . . but who cares? I'll give 'em the quick, easy PUSH BUTTON BEAUTY TREATMENT with

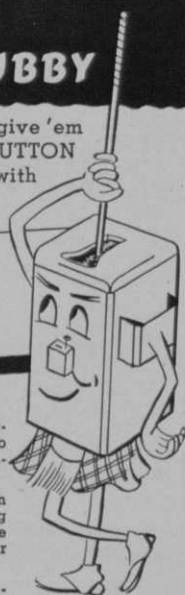
LEWIS

Golf Club CLEANING MACHINE

- New 1951 Faster Brush Action. (Conversion pulleys to speed up 1950 models available free)
- Cleans woods or irons in seconds without hand rubbing or scrubbing. Anyone can use it. Can be coin operated for public courses.
- Built for years of dependable service with a minimum of attention.

ASK FOR DEALER DEMONSTRATION

G. B. LEWIS CO.
WATERTOWN • WISCONSIN



KEEPS
CLUBS
CLEAN

... There'll be 3 stages of certificates, the final one embracing exhaustive theoretical and practical examinations.

Midwest Assn. of Golf Course Supts. campaigning among supts., green-chairmen and clubs to get Illinois legislative approval for University of Illinois plan to establish horticultural and turf experiment station in Chicago ... Illinois now has no turf research garden and trial area ... Wonder if most clubs ever have had accurate surveys made of their courses? ... And how do they know from what points the measurements were made? ... If players put on their cards figures as far from accurate as the figures are printed on the cards issued at a lot of clubs the players would be cheating.

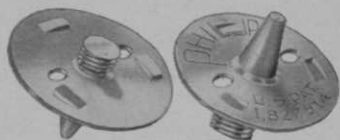
Cart handling charges getting to be standard at private, public and fee courses ... They take a lot of handling time and more space than most courses have conveniently available ... Ripley's "Believe It or Not" carried Chick Harbert's 358 yd. drive in a Havana contest ... Louise Suggs elected to Georgia Sports Hall of Fame in poll conducted by Atlanta Constitution ... We elect to the Hall of Dopes anybody who refers to this young lady of lovely manners as "Little Toughie."

With the death of Robert D. Pryde, American pro golf lost one of its earliest

(Continued on page 82)

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CAM LOCK



**The Answer
to Lost Spikes**

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

**F. C. PHILLIPS, INC.
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*The Finest
"Feel"
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**A Product of
GOOD YEAR**

**Your Pro Shop
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DIMPLED

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**Colors: Black with color
trim in Red or Yellow**



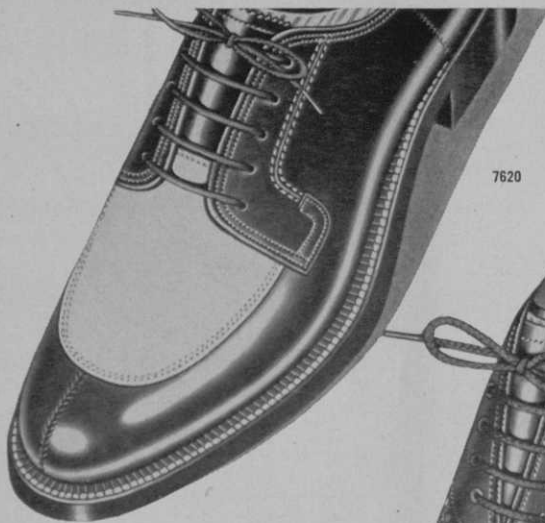
For a finer swing, use Goodwin Flange Wrap Grips. They permit a firm grip without effort or tension.

H. L. Beard

PGA CHAMPION — 1939

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favorites of the fairway

ETONIC All-Weather* Golf Shoes for Men —
ETONETTES for ladies lead in style value and
comfort — see them at leading golf pro shops.

*Pat. Pend.



ALICE and MARLENE BAUER, sensational young golfing
stars, say: "Our ETONETTES are truly the finest ladies'
Golf Shoes on the Fairways."

ETONIC *All-Weather*
SHOES

FROM THE BOOTSHOP OF CHARLES A. EATON,
BROCKTON, MASS.
Fine Bootmakers since 1876.



8001
(Ladies' Golf
Shoe)

MAY • 1951

Pro Shop Inventory Now Requires Close Study

By HERB GRAFFIS

A very successful pro businessman told me recently "A lot of the boys are going to learn the hard way this year how pro department finances should be handled."

We'd been talking about the heavy inventories being carried by many pros and how these inventories were reflected in slower payments of accounts. Slower payments cost a rather substantial total of discounts missed and although manufacturers with extensive experience in the pro field believe that in most cases the pro's credit is good they are positive the lag in paying is a danger signal for the pro.

This pro with whom we were discussing the inventory situation said, "The ball buying rush that started after firing began in Korea swept a lot of pros into unsound financial practice. They actually got to speculating in balls, instead of merchandising balls, but they didn't realize it. And the peculiar part of the development was that the speculation tied up a great deal of the pro's operating capital to protect his members and his club rather than being something done to make a long profit for the pro.

"The balls were sold to the pro on allocation and he had to pay cash quick or he didn't get balls. The manufacturers were making more balls than ever before and still were unable to keep up with the demand. The peril of this situation would be evident to any pro who sold three boxes of a dozen balls apiece to a member who didn't play two dozen games a year. But we all went at it as though we wouldn't be able to get any balls for years.

"Very few of us figured what would be a logical inventory of balls to carry against possible emergencies. So, in addition to what members bought and laid away we'd better check up on our own inventories. If we don't, the situation may back up on the ball manufacturers.

Ball Makers Vigilant

"There is another angle to the ball situation that I think may help us get away from panic buying. We recall during World War II that, although the ball situation was tight and we had to get busy collecting

balls for manufacturers to recondition, nobody had to quit playing golf because of not being able to get balls. The synthetic balls that were manufactured weren't as good as the natural rubber product but they weren't bad. Considering the advance in synthetic rubber products since World War II and the ball manufacturers' own advances it would seem that we could expect, if the situation really gets acute there'll be synthetic balls much better than those of World War II make.

"The pros and the players can be sure that the leading golf ball makers are thinking and working ahead for them. Does anybody think that as smart as the leading ball makers are they would neglect doing some expert and secret investigation of synthetic ball possibilities at this time? The USGA limitations on golf ball length undoubtedly has ruled out research on synthetics for adding distance to golf balls but a rubber shortage so serious it would affect the comparatively small quantity used for golf balls might lead into the use of a rather new synthetic material quite desirable for golf balls.

"Balls used to account for about half the pro sales income. Now the pro ball volume is larger but due to the increase in apparel, shoe and accessory sales the ball gross is a third of the gross sales revenue at the majority of shops. In turnover and as the item that brings customers into the shop most frequently golf balls are the pros' most important sales item.

Balls Bring Customers In

"I'm wondering if so many players having bought balls by the dozen last year won't reduce their visits to pro shops this year. Every pro knows that the customer who comes into his shop to buy three balls — or even one — is the man or woman who sees hats, shirts, shoes, golf gloves, bags, clubs and everything else in the shop that's well displayed and by the sight of such merchandise gets a buying impulse that wouldn't have occurred except for the ball-buying visit. That's something every pro has to bear in mind in conducting his selling operations this year.

"Right now possibly the most important sidelight to the pro's ball sales is the reminder that having a good percentage of his money tied up in ball stocks, he'd better give thoughtful study to:

"1— His shop inventory being in balance;

"2— Pushing every possible program for encouraging more play, thus getting players to use more balls."

It's a situation to call for pro merchandising brains and effort. Tougher covers, better paint jobs and far less rough keep balls in play longer than was the case 12 years or more ago. The price increase on golf balls is far less than the general increase in commodity prices but not much of a point has been made of that.

Prices Call for Sales Effort

The club situation also is one that requires careful attention to inventory and more sales push. Now, despite the manufacturers' operations on a conservative net profit basis the top pro grade of clubs are retailing at about \$100 for a set of irons and around \$75 for a set of woods. When you get into that amount of money the market diminishes among people of fixed incomes and increasing taxes and those who are getting war salaries and profits have to make up the difference in the sales volume.

When pros talk with members who are bankers, or otherwise engaged in big business so they have a pretty fair idea of what the trend is, they will learn that in some significant respects the trend of inflation has slowed up almost to a stop. There are signs that there may be, before long, a reversal of the trend and deflation will set in. Somebody's going to be hurt and will scream against this deflation even though it won't hurt them as much as continued inflation. You hear now of warehouses being loaded with whisky and television sets that didn't sell as expected. You also read that automobile orders have slumped. Apparently many people have bought as far as they can go with the money they have available and in sight.

General Business Controls Golf

The older businessmen pros know how quickly and closely golf echoes general business conditions. A national boom shows itself quickly at golf clubs. On the other hand there's a delay in deflation of the boom becoming evident at the clubs. Nevertheless, there isn't much of a gap either way between general business conditions and business at most all golf courses.

The pro has to be in solid condition to move either way. In the larger part of the country the pro department merchandising operations are concentrated in about six months of a year and that makes it imperative that the pro work twice as fast as the man running a year-around business.

A general rule of successful pros is to open the season with an inventory of about one-quarter of the year's expected gross business. This year many of the pros will have to do a record business if they're going to sell four times the volume of their opening inventory.

Normally, too, many of the pros in metropolitan districts figure on their club storage and cleaning income taking care of most if not all, of their pay-roll. The pay-rolls and opening expenses of the pro department generally have increased much more than the club storage and cleaning income.

One point quite a few pros don't think about enough is the necessity of operating capital. Statistics reveal that more small businesses fail because of lack of operating capital than from any other cause. So, the pros' failure to consider the capital factor isn't unique. The pro who is on a job at a fairly good club can no longer depend on getting his shop stocked on other people's money. It now takes money to make money in pro golf business. Credit isn't as easy as it used to be.

Keep Operating Capital Safe

It's especially dangerous for a pro to have too much of his operating capital tied up in shop stock because of the employment uncertainty caused by club politics. A change of administration at a club and a good pro may find himself out of a job on short notice with \$2000 to \$5000 frozen in shop stock. The new officials are not concerned about the spot the pro got into because of his buying to care for the members' needs and there's nothing in his contract to get him off the hook.

In view of the prevailing conditions making inventory control a more important element in pro business operations than ever before, it is urgent that the pro work out his own system and put a simple system into operation quickly before he gets into a tough credit spot.

His records should be in such shape that he should be able to know exactly where he stands at the close of each day's business, but practically that's seldom the case.

About the best that most pros can do is to have a monthly inventory record that will plainly show them where they stand. Some of the better business men in pro golf see to it that they get the score on inventories July 15 and August 15 as well as the end of every month of the selling season, so if inventories are too heavy nearing the end of the season at their clubs they'll still have some time for converting excess inventories into cash by whatever advertising and selling means they can devise.

A suggestion for a simple box score on shop inventory control is presented in the accompanying chart.

PRO SHOP INVENTORY CONTROL SHEET

STOCK AS OF APRIL 1

DOZEN	BALLS	
	Cost	\$ _____
	Cost	\$ _____
	Cost	\$ _____
	Cost	\$ _____
TOTAL COST		\$ _____

(Quantity)	CLUBS	(Cost)
	Irons	\$ _____
	Woods	\$ _____
	Putters	\$ _____
	Misc.	\$ _____
TOTAL COST		\$ _____

(Quantity)	GOLF BAGS	(Cost)
Below \$10		\$ _____
\$10 to \$20		\$ _____
Over \$20		\$ _____
TOTAL COST		\$ _____

(Quantity)	APPAREL	(Cost)
	Shirts	\$ _____
	Sweaters	\$ _____
	Rain Jackets	\$ _____
	Jackets	\$ _____
	Caps, Hats, Visors	\$ _____
	Hosiery	\$ _____
	Slacks	\$ _____
	Women's Apparel	\$ _____
	Belts	\$ _____
TOTAL COST		\$ _____

pair Men's	SHOES	
pair Women's		\$ _____
TOTAL COST		\$ _____

(Types)	LUGGAGE	(Cost)
		\$ _____
		\$ _____
		\$ _____
		\$ _____
TOTAL COST		\$ _____

(Quantity)	ACCESSORIES	(Cost)
	Head-covers	\$ _____
	Gloves	\$ _____
	Carts	\$ _____
	Tees	\$ _____
	Grips	\$ _____
	Misc.	\$ _____
TOTAL COST		\$ _____

OVERALL TOTAL \$ _____

APRIL SUMMARY

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

April 1	\$ _____
Received in April	\$ _____
Total	\$ _____
Sold in April	\$ _____
On hand April 30	\$ _____

\$ _____

MAY SUMMARY

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

May 1	\$ _____
Received in May	\$ _____
Total	\$ _____
Sold in May	\$ _____
On hand May 31	\$ _____

\$ _____

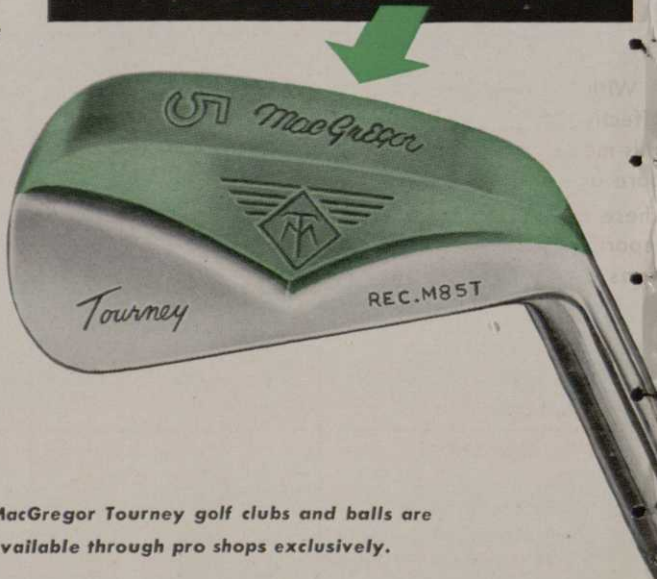
● A full-size Inventory Control Work Sheet, on ledger bond, for the months April thru October, will be mailed without charge to golf professionals who mail their request to: Pro Service Dept., GOLFDOM, 407 S. Dearborn St., Chicago 5, Ill. ●



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oomph behind the ball
at the point of impact.

**MORE WEIGHT
CONCENTRATED BEHIND THE BALL**
(as indicated by green shaded area)



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