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qualifications are that he is a successful banker.

Generally the men are quite willing to admit their lack of experience for the job and will do their best to work with the superintendent for the good of the course; sometimes, however, their lack of experience may cause them to quibble over a perfectly proper expenditure and it is then that the superintendent needs to be well-informed. If he can explain the matter to the satisfaction of his new chairman, the chairman won't just "have to take his word for it".

The chairman has to face the board of governors and he wouldn't feel happy in asking for an appropriation when his only explanation is that the superintendent says we need it. Sound accounting procedures and comparative figures would go a long way towards convincing a new and inexperienced chairman that everything is as it should be.

As to the annual budget request, I think it most important that the expenses comprising golf course maintenance should be kept separate from everything else. The estimated cost of caddy supervision, the professional's salary or allowance, the cost of maintaining grounds which are not part of the golf course itself, and similar expenses, should constitute a similar request. If a reserve for the replacement of equipment is not maintained, the cost of new equipment needed should be separately shown and the same is true of

any major change in the course if a considerable expenditure is involved.

Minor changes which can be done by the club's own employees, without outside assistance, should be included in the golf course maintenance budget. If this procedure is followed, the golf course maintenance expenses will not be distorted by the inclusion of irrelevant items and the board of governors will be in a position to reach a decision with full possession of the facts. The board may then approve or modify the green committee budget request in the light of surrounding circumstances.

PROS TELL IDEAS

(Continued from page 32)

sale of a new set of top price irons represents a gross profit of \$5 or \$6 a year, considering the time the clubs will be used before replacement with a more modern set. That gross profit may be further reduced by allowances and selling costs on trade-in sets and I'm inclined to think that the member who knows the least little thing about pro business must think that the pro who gives too much as trade-in allowance is a bad businessman."

Keep Close Watch on Stock

Dewey Longworth, Claremont CC, Oakland, Calif., long and widely known as a sound pro businessman, says that much

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of the difficulty pros may experience in shop merchandising operations is because they don't know how to buy, don't maintain close watch of inventory and don't work steadily and thoughtfully enough on their sales prospects.

Dewey says that his policy always is to make sales steady and not have spurts that require "sales." He keeps a daily inventory of stock and knows exactly what he has. That enables him to keep a clean, up-to-date inventory and get shipments on time so his stock never runs too low.

He has no sales and does not take trade-in clubs. He's in a location where the season is 12 months long so there is no need of "end of season" sales. He keeps close watch on seasonal variations in merchandise demand, especially for apparel items and says shop sales and lessons are steadily good because he always keeps a vigilant watch on his members' needs.

Display — Inventory Control; Keys

Another first class pro businessman in the San Francisco district is Harold Sampson at Burlingame CC. Harold does take trade-ins and he says they're a helpful factor in junior promotion. He sells some of the trade-ins to juniors and caddies and at Christmas gives some traded-in clubs to youngsters who like to play but can't afford to buy clubs.

Fred Austin at Merion GC makes fine pro shop service one of the valuable services at a great club. Fred operates the year around.

He says, "I find that most pro shop sales are spontaneous so if you have your stock well displayed (I use long narrow tables so my members can readily see what is available) your members often see articles they need and might have bought through window-shopping downtown.

"About 90% of my merchandise can be handled easily by those who come into my shop.

"The pro always should carefully watch his inventory so he won't be in the embarrassing position of being overstocked. But if the pro does find himself with some older models it's best to sell them to juniors with good allowances on their old clubs and, if necessary spreading the payments out on a monthly basis.

"It's highly important that the pro get the younger people in the habit of buying at the pro shop."

Charley Mayo, veteran pro at Hackensack (N.J.) GC, has taught many a successful younger pro the basis of good pro shop business management. Charley says that experience and good judgment teach a pro to keep his stock low in the middle of August if he's in territory where there's no winter play. "But don't keep it so low members may think busi-

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Southern Hills Country Club

Tulsa, Oklahoma

Date _____, 194__

To: _____

Please ship

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Mail Invoice promptly for this order. Show Order Number on Invoice.

This purchase order form is used by Wm. Wotherspoon, pro, Southern Hills CC, Tulsa, Okla. on all ordering. Carbons are kept in book form when original purchase order is sent to supplier. All shop receipts and bills are checked against purchase order carbon. The purchase order carbon often comes in handy when determining retail prices as price (wholesale) is indicated whenever possible on orders. The book of carbons of purchase orders is valuable in conveniently and accurately checking inventories and delays in receipt of merchandise.

ness is slowing down," Charley warns. "Simply make your orders smaller."

Mayo makes the trade-in deals something that promotes good relations among the club's staff. The trade-in clubs are sold to club employees or their friends.

Al Collins, at Sleepy Hollow CC (NY Met dist.) in the spring, summer and fall, and at Nassau, Bahamas, in the winter, has no end-of-season selling problems because there's no end to his seasons. He is a smart merchandiser but, like the best of them, will make some bad buys. "Then," Al says, "I simply move it out at any price before it gets shopworn." Good trade-ins he takes to Nassau as rental sets. Through a former caddy who works at a big industrial plant he has more of a demand for traded-in clubs than he can supply.

Bob Marshall at Bala GC, Philadelphia, says that regardless of weather or general financial conditions the pro who watches his customers carefully while they're shopping can keep such accurate control of pro buying that he won't get overloaded. "Use your eyes and your head and stay in the shop as much as you can Saturdays, Sundays and holidays and you're bound to observe the buying trends of your members and govern your own buying accordingly," says Marshall.

Runyan Sells Style

Paul Runyan, who took time out from pro golf to become a successful salesman, returned to the pro field at the Annandale CC, Pasadena, Calif. Paul is a remarkably good pro businessman as well as a tournament performer of amazing durability. At Annandale he says the business is kept on a steady basis by continuously looking through the racks and discovering what people need. Paul makes the sage observation that if golfers had what they really need for their respective games pro sales volume would soar to astonishing heights.

Runyan remarks that he has "wonderful turnover of used clubs by pointing out to the member that it is better to buy 'junior' a good set of used clubs than to buy him a cheap new set."

Another phase of Paul's business that is exceptionally good is the sale of golf clothing to men and women. Paul's wife has taken charge of that and has created large sales volume entirely on the style basis.

Little Joanie has fine taste in dress and when she and Paul were on the tournament circuit she not only was a factor in establishing country club styles for women but made Paul one of the best-dressed man golfers. Now, like the smart wives of so many other successful professionals, she's showing how women's expert judgment in styles and materials can make the pro shop a style center.

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THE ANDY LOTSHAW CO., 126 N. Clinton, Chicago, Ill.

Supts. Prepare Cost Survey for Chicago District

Midwest Assn. of Golf Course Supts., after considerable inquiry and discussion among supts., green chairmen and Chicago District Golf Assn. officials, has prepared what authorities declare is the most practical survey of golf course maintenance costs and methods ever devised. Copies of the booklet containing the survey queries have been sent to green chairmen of all CDGA clubs.

Purposes of the survey were to get data that could be practically compared, and to share experiences in cost accounting and methods. Superintendents and chairmen in preliminary discussions of the survey frankly admitted some data (especially areas involved) required for sound management of budgets was not known, hence the survey's spur to collecting basic information on one's own course was a valuable service to the CDGA clubs.

Divisions of the survey include general information, club activities determining extent and character of maintenance work, superintendent's arrangement with the club, labor, greens, tees, fairways, traps, rough, trees and shrubs, equipment, water system, budget and expenses, nursery.

Although comprehensive in details of costs and methods and controlling factors the survey is remarkably simple. It is an exceptionally valuable contribution to the development of business management of golf courses.

Sources of the material will be held confidential.

Raymond Gerber is chairman of the Midwest Information committee which compiled the survey form and is conducting the survey. He is supt., Glen Oak CC. Robert Williams of Beverly and Donald Strand of Westmoreland are on the committee with Gerber.

As the survey form constitutes the most complete operating and cost outline that has been worked out for golf courses,

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superintendents and chairman outside the Chicago district who have learned of it have expressed keen desire to secure copies. A few are available for supts. and chairmen and may be secured from Raymond Gerber, 865 Hillside ave., Glen Ellyn, Ill., at \$1 a copy, which undoubtedly is less than the cost per copy of

SOUND LABOR RELATIONS

(Continued from page 35)

time and money spent on this job.

poned any inside maintenance work that could be delayed until the slack period when the weather was very bad. (We refused to do any work in the homes of members, even tho there was some pressure brought to bear on this point. By this refusal the respect and goodwill of the local contractors and tradesmen were retained.)

The list of major improvement projects consisted of such items as building and widening roads and parking areas, cutting down hills and making fills in swamps or undesirable low areas, constructing the base for tennis courts, building walls, hauling rock, trimming and planting trees. One project involved the excavation of a basement under a building and pouring a concrete slab, supported by proper framework. In this instance a consulting en-

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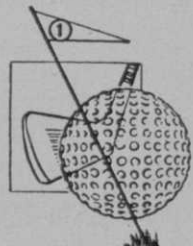
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gineer was employed to assist in our planning.

While it is still necessary to rent some equipment required in winter operations, items such as blasting equipment, tractor loaders, power saw, snow removal machinery, truck and other items have gradually been acquired. Winter activities such as skeet and trap shooting, skiing and ice skating all require considerable maintenance labor which help to keep the men profitably employed.

Pension Plan Adopted

During a quarter century of development and use of the year-round employment theory, the assumptions of reciprocal employer-employee interest became so much a part of our every-day operation that it not only became the norm, it stimulated the desire of all concerned to weld it into permanent form. A young, progressive club president conceived the idea of an employee pension, based on years of service and financed by voluntary contributions from the members. The contributions are billed quarterly on the members' monthly statement, and the system is operating as smoothly as a putting green in June.

Employee appreciation is best demonstrated by an analysis of club operating

costs. Our per hole cost of golf maintenance is substantially lower than that of comparable clubs. Likewise, the costs of maintenance of buildings, pool, tennis courts and other property is low in comparison to private facilities of comparable nature. In addition to these advantages, the membership has received the benefits of a constant low-cost improvement plan that has expanded the facilities of the club to make it presently the most diversified-activity club in the Upper Midwest. Looking ahead on the golf trail in 1952, it is not difficult to see that labor relations are going to be of prime importance. It seems rather obvious that maintenance men will be recognized as a skilled trade group. Golf maintenance is an art as well as a science.

Club officials and superintendents will continue to wrestle with the all-important problem of costs and accomplishments, and labor will continue to be the most important factor in bringing about the necessary balance. No rules or assumptions will solve the problem, but a constant effort to bring the assumptions set forth in this article to a high degree of reality will pay big dividends. We have been getting dividends for a quarter-century. They are still coming in.

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**Air Force Sports Officers
Get Golf Aid Kits**

More than 250 U. S. Air Force Sports Officers attending the National Coaching Clinic conducted by the University of Oklahoma at Norman for the Air Force, May 18-24, were issued individual kits containing information on golf instruction, facilities and activities by the National Golf Foundation.

Officers from bases throughout the U. S. and around the world were registered for the six-day clinic which covered fundamentals, coaching techniques and officiating presented by some of the nation's top coaches and officials in a tight schedule of one and two hour sessions from eight o'clock to five o'clock each day.

Major sporting good manufacturers exhibited equipment for three days of the clinic during which time officers and men were given schedule breaks for inspection and discussion.

Herb Graffis, editor of Golfdom and Golfing magazines, and Rex McMorris, dir. of the Foundation in turn gave a quick run-down on the growing interest and participation in golf by all groups — schools, industry, military, juniors and adults — and

reviewed literature and materials available to help officers with their programs.

Colored slides showing driving range facilities, miniature courses, layouts and plans and golf course scenes were used to supplement the presentation on golf.

The kits issued to each of the men at the close of the session included handbooks on golf course, driving range and miniature course construction, "Golf Lessons" book, "Beginners Handbooks of Instruction," "The Easy way to Learn Golf Rules," the "Golf Events" book on tournament ideas and other literature.

Included in the kit also was a letter from Joe Devaney, Chmn., PGA War Program Planning Committee, with a directory of PGA Section officials, inviting the Air Force Sports officers to contact these men and other professionals when assistance is needed with instruction clinics, exhibitions and other golf program activities.

Commenting on the special information kit prepared by the Foundation for the Air Force clinic, Chief Sports Officer Major Don Rossi made the statement, "the information contained in the kit issued to these men is the finest job I've seen. It sets a pattern of the kind of information we need in other sports."

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Frank Sprogell Named VP, Sales Mgr. of Scoggins



Frank Sprogell

Frank Sprogell, active in professional golf for 40 years, has been named vice pres. and director of sales of Howard Scoggins Golf Co., Dunedin, Fla., following the death of the company's founder, Howard B. Scoggins. Sprogell resigned as gen. mgr. and pro of Meadowbrook CC (Detroit dist.) in 1948 to join the Scoggins organi-

zation in charge of a large section of the company's sales territory.

Sprogell was born in Philadelphia and broke into golf as a caddy with Jack McDermott and Jack Burke. He was a charter member of the PGA of America and became its national sec. from 1941 through 1945. He headed the Michigan section for seven years and was its sec. for four years. Prior to serving the Kent CC, Grand Rapids, Mich., Saginaw (Mich.) CC, Blythfield CC at Grand Rapids and the Meadowbrook club he was pro at Birmingham (Ala.) CC and Colonial CC, Memphis, Tenn. He won Michigan and Tennessee state championships and showed well in national tournaments.

Headed by the exceedingly capable Mrs. Scoggins and the experienced Sprogell, the Scoggins sales force will continue the company's operations vigorously.

Multi-Clean Products, Inc. new booklet, "Your Floors and How to Maintain Them" should prove of considerable interest to club managers. The booklet may be obtained by writing Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.

Mallinckrodt Chemical Works, St. Louis 7, Mo., has new circular giving complete application instructions for its new Calocure.

Kil-Jet Distributing Co., Cleveland, O., making a new insecticide spray outfit.

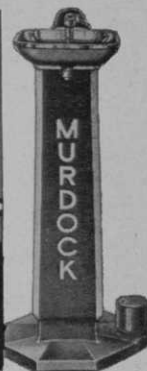
A new valve with a thumb-controlled lever and a special locking and releasing device are two features of the Tip-Off Water Hose Control Valve. The flow can be changed from a mist to a heavy stream by the touch of the thumb or a turn of the volume selector adjusting screw.

The valve may be purchased from dealers or from Ray Sanders, 220 Security Building, Pasadena, Cal.

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General Scientific Equipment Co., 2700 W. Huntingdon St., Philadelphia 32, has placed on the market a re-usable cotton sweatband that eliminates the nuisance and discomfort caused by perspiration rolling down the forehead and into the eyes.

W. A. Cleary Corp., New Brunswick, N. J., reports great interest being shown by supts. in its new SoiLoam liquid conditioning agent for soil. Cleary has experimental quantities of SoiLoam available at the supply houses that also distribute Cleary's PMAS herbicide-fungicide.

Two new lightweight insecticide sprayers are the latest development of the Hayes Spray Gun Co., Pasadena, Cal.

The Hayes "6", weighs 3 3/4 lbs. and holds 6 gals. of spray solution. The Hayes "4" weighs 2 1/2 lbs. and sprays 4 gals of solution. Both guns are attached to garden hose and water pressure takes care of the work.

The two new models are available at dealers throughout the country or from Ray Sanders and Co., 220-221 Security Building, Pasadena.

Bonded Chemicals, Akron, O., now making Ackril synthetic resin soil conditioner. It's applied in liquid form.

C. K. Bradley, Mountain View, N. J., coming out with Trapeaser rake with ob-long teeth.

Golf Unlimited, Inc., 1111 S. Pearl, Denver, Colo., introducing a coin operated (5 shots for a dime) electronic driving machine that registers distance, slice, hook or straight, topped or lofted. C. R. Wagner is the inventor.

Wilson Sporting Goods Co. issues two more booklets for pro distribution. Both are on the theme of "harmonizing" player's equipment to his or her game. One booklet is on Wilson woods, the other is on specialty and lefthanded clubs and bags of woven plastic Saran.

Fred Matzie doing considerable putter business from his new factory at 3904 Grandview ave., Culver City, Calif.

Laurence F. Palmeter appointed nursery stock buyer and dir. of Peter Henderson, Stump & Walter 11 garden centers.

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Golfers can strengthen hands and wrists with easy control, when they practice swing Power-Eez, the new weighted head-cover. Made from scuff-proof steerhide and weighted with an inside lead plate, this handsome headcover quickly zips onto any wood club and adds about six ounces. It quickly converts a regular driver into a heavy training club. It can be swung outdoors or indoors or on every tee before driving. It serves as a regular head-cover as well. Information from The Frederick Damask Co., 879 Ash St., Winnetka, Ill.

**BALANCED BAG
ISSUES NOVEL
DISPLAY CARDS**

Balanced Golf Bag, 1401 W. North Av., Chicago, are mailing two new display cards that pack a lot of sales appeal, to their entire list of pro accounts. The four-color counter card, shown here, is a real "stopper". It makes use of a genuine feather, balanced on a clown's nose to strikingly bring out the Balanced Bag's features of lightweight and balance. The card carries the theme, "Golf is more fun with a Balanced Bag."

A smaller companion card, also an eye-catcher, hooks to the top of the bag. If your set of cards failed to reach you another set will be mailed upon request to the company.

PORTABLE STOOL FOR COMFORT

A lightweight (34 oz.) portable stool designed to comfortably and safely support as much as 300 lbs. is being manufactured under the trade name Port-a-Stool by the Scott Port-a-Fold Seat Co., Archbold, Ohio. The four legs are made of fine hardwood and spar-varnished for protection and appearance. Canvas seat is

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GOLFCRAFT MOVES TO ULTRA-MODERN NEW PLANT AT ESCONDIDO, CALIF.

Golfcraft, Inc., since 1949 located at 1700 W. Hubbard St., Chicago, begins operations this month in their recently completed new plant at Escondido, Calif., approximately 30 miles north of San Diego. The new Golfcraft home, occupying more than 20,000 sq. ft., is located on a corner of a five acre tract which provides for future expansion. "In our Chicago building we had what we claimed to be the world's most modern plant devoted exclusively to the manufacture of fine golf clubs, but we've trumped it with our bigger, more efficient new plant here at Escondido," says E. R. "Ted" Woolley, Golfcraft pres. "Here," adds Woolley, "we've seen come true our dream of a plant designed and built to afford every possible advantage in producing top quality golf clubs, in a beauty spot where working conditions are ideal." This is the third move in the comparatively short history of Golfcraft's rapid growth, the company having started in 1945 on W. Lake St., Chicago, then growing out of it and moving three years later to the Hubbard St. plant. Foresight and sound planning helped simplify the big job of moving Golfcraft to their new California home. Production and service operations were taken over by their smaller plant, nearby the new building, during the moving of the main plant. The company will maintain a warehouse and office at 1700 W. Hubbard St., Chicago, to assure continued service to the eastern pro trade. After June 1st the address of the main office and plant will be: Golfcraft Inc., Escondido, Calif., to which all correspondence should be directed.

available in colors: grey, blue, green and red. Each leg is 16" high when extended for use, and folds compactly for carrying and storage.

The Ball-Klip Mfg. Co., P.O. Box 324, Boulder, Colo., is making a new plastic golf ball holder to be attached to a player's belt. Made of Tenite, the bag has room for two golf balls, a tee, and a pencil for scoring.

Upjohn Co., Kalamazoo, Mich., issues highly interesting bulletins on its anti-biotic Acti-done, which has shown excellent results in control of Melting-out and effectiveness in control of other fungus diseases of turf. Copies of the material will be sent free on request, to supts.

CON-SOL HAS NEW POWER ROLLER

A new low-cost power roller has been introduced by Consolidated Industries, Inc., West Cheshire, Conn.

It is available in two models: a lawn roller with weight adjustable between 300 and 1200 lbs., or an all purpose roller with weight adjustable between 375 and 1400

lbs. The Con-Sol roller can be carried from job to job in a station wagon or pickup truck.

Powered by a 2½ hp Briggs and Strat-



ton engine, the roller is operated by a tiller-type steering bar and a single lever for both forward and reverse.

Kaddy Rak, a device for attaching to a bag cart and holding scorecard, cigarette package, pencil, a golf ball and tees, now being made by Kaddy Rak Co., 3214 N.E. Hancock, Portland, Ore.