

ment. Dr. John C. Harper, III, working under the second Green Section Turf Research Fellowship, finished his work in June and, to the best of our knowledge, was the only Ph.D. in Turf Management produced in 1952. The new fellow is Miles F. Nelson. We sincerely believe that he will carry on the high ideals set by Jim Watson and Jack Harper. Musser's work with Merion breeder seed, polycross creeping bent, polycross creeping red fescue, and various management practices will be of value to turf people everywhere.

Rhode Island continues to grind out the data for the Northeast. DeFrance has some new bulletins on crabgrass control and weed-free seed beds. Now he is working on Merion bluegrass establishment and management, with a weather eye cocked for combination turf with warm-season perennials (Meyer zoysia, to be exact). The roadway traffic trials will prove to be mighty interesting.

At Tifton, Georgia, there is the greatest array of plots of warm-season grasses anywhere in the country. The latest development is Tifton 127 bermuda for putting greens — a cross between African bermuda and Tifton 57 bermuda. This grass looks and acts in a manner similar to bent grass. Dr. Forbes, now working with Dr. Burton, is continuing his studies with zoysia grasses which look more promising than ever before. Some of Forbes crosses appear to have a great future. Centipede seed has become available as a result of the cooperative work between the Tifton Station and the U. S. Department of Agriculture, and the Green Section. The real way to see the results of the work at Tifton, or at any other Station, is to attend a Turf Field Day.

Rutgers University, under Dr. Ralph Engler's direction, is conducting practical trials of management of bents, fescues, and bluegrasses. Attention is being given to the warm-season grasses in an effort to discover through research, their place in New Jersey's turf areas. The Green Section has furnished U-3 bermuda-grass and Meyer zoysia to the New Jersey Station for the cooperative work.

At Purdue we find studies covering a wide range of subjects, including bents, fescues, bluegrasses, a putting green in use on the campus, warm-season grasses combined with Merion bluegrass, crabgrass control, clover control, fungicide studies, and more. Dr. William Daniel is to be commended for his pioneering spirit and his courage to pursue the new concepts.

We cannot describe the work at each station but we do want to express deep appreciation for the excellent work in soils and irrigation at the University of California; the soils work at Stillwater, Oklahoma; the bermuda selections and bent

studies at Texas A. & M.; the weed and disease control at Ames; the studies of warm-season and cool-season combinations at the University of Kentucky; turf management studies at Michigan State College; and trials of species and strains at Middleburg, Virginia. Encouraging signs are beginning to come from Ohio and North Carolina suggesting that Turf Management is being considered as a part of the agricultural program in those states.

In reviewing the great job of research that men in turf are doing it becomes increasingly clear that, to make that research most valuable, we need (1) coordination on a national basis, and (2) a more effective Extension Service. Too, we need an expanded teaching program. In short, all three phases must go forward together. The big question now is, "Who can best accomplish the job of National Coordination on a continuing basis? When we have the answer to that one our total efforts will be infinitely more effective.

(To be continued in the January, 1953, issue of *Golfdom*)

COURSE PROBLEMS SURVEYED

(Continued from page 40)

determines maximum crop production. As a golf course superintendent I must think along the same line of approach to solving the problem. For instance:

How are we going to feed greens a balanced plant food with the temperature near 90 and a foursome at every green every six minutes?

The answer, in meeting the limitations, was to use soluble fertilizer and spray it on with a power sprayer.

The results: 21 greens fed in 2½ hours by six men, at a total labor cost of \$28.16. The fertilizer cost was \$2.31 per green. There was no burning, no inconvenience to players. By studying weather information we can feed at the right time and actually reduce disease incidence according to our experience this past season when we only had to apply fungicides five times.

In the above operation we had almost \$4000 in machinery. Was it worth while? We have been using the machine for the past six years. We had 50 lbs. pressure at the hose end at every green. Our river water system is nearly 25 years old.

Always the pay-off in course maintenance is results, even though some of the determining factors are beyond the control of the superintendent. To decide what is within your control takes cautiously thoughtful experimentation and confidence in your decision.

I've been through that, too — as many other superintendents have been. After

It's Easier to Sell

The World's Finest Handmade

GOLF CLUBS

by

Kenneth
Smith



You know it's true — you could easily sell more clubs if you were selling the world's finest golf clubs.

Then why wait longer to sell Kenneth Smith clubs — known wherever golf is played as the world's finest? Every Kenneth Smith club is individually handmade to order — guaranteed to fit the player's swing. All clubs in a set — woods and irons — are matched to each other, swing balanced and truly registered. No other clubs are so perfect in workmanship, so beautifully made, so precisely fitted or so completely guaranteed. It has been so for over 30 years.

Kenneth Smith believes that only in the slow, painstaking, handcrafted way can he retain those values that have made his clubs preferred by discriminating golfers the world over.

Isn't this the line you want to sell? Write today for details.

KENNETH SMITH GOLF CLUBS

Box 41, KANSAS CITY, 10, MO.



Ask about KEN Shop
Supplies. They help
the Pro, too.

the criticism I took from some because of an article "Softening Hard Greens" I wrote for GOLFDOM I might have shied away from expressing myself in print any more. But the results of the "816" sanding continue to bring only one complaint from our players—"Too much grass on the greens"—and the practice has been adopted with satisfaction by some of the earlier critics in course maintenance work, so can I doubt the wisdom of a practice that again has been successful during a very harsh season?

The results, this year, of the sanding procedure:

Up to 425 players a day on greens as small as 2500 sq. ft. Cups changed four times a week. No worn spots from heavy traffic.

Greens are washed and mowed seven days a week.

Sprinklers were on our public course greens (which is built on gravel) fewer than 10 nights, up to Sept. 12. Sprinklers were used on our private course greens fewer than five nights. On the savings in labor and water the "816" sanding has had a cash value to us this year of \$36 a ton.

Greens held even the lofted approaches of the 100-shooters. The customer satisfaction on our public course has been recorded by the cash register. On our private course the members are bragging about "our greens."

Soil samples show water is getting down and so are the grass roots.

Superintendents Plan for Atlantic City, Feb. 10-12

Details of exhibition space for the 24th National Turf Conference and equipment and supply exhibition of the Golf Course Superintendents' Assn. of America, have been released by the organization's sec., Agar M. Brown, PO Box 106, St. Charles, Ill.

The convention will be held at Ambassador hotel, Atlantic City, Feb. 10, 11, 12. Booths range in price from \$90 to \$216. Allotments are made on first-come, first-served basis.

The program committee, headed by Ed Casey, Supt., Baltusrol GC, Short Hills, N. J., and Brown, is working out a schedule to balance turf technical subjects and matters of golf course management. The GCSA during its 27 years has mainly devoted its formal programs to technical phases of turf development and maintenance, even when no conventions were held during some war years.

Results have been highly satisfactory to all concerned in improving standards of golf course maintenance. But of recent years the labor supply, financial, officials' and golfers' relations, and other executive

and management problems have become so pressing that a timely division of program subjects has been dictated.

As is very plainly shown in this issue of GOLFDOM the technical problems of the superintendents are as much under control as well organized research and its intelligent application permit, but the problems of management which depend on understanding and cooperation of officials and members are urgent and serious puzzles which must receive attention.

SE PGA Combines Play with Work; Cochrane Re-elected

Southeastern PGA, holding annual meeting at Memphis showed club-wielding skill in tournament played over Chickasaw's beautiful course. After being rained out first day the tournament proceeded with slim Charley Harper, Ft. Benning, Ga., with 11-under par, 277, leading the circuit star Cary Middlecoff by 6 strokes. Doc turned over his second place check of \$400 to the charity which sponsored the tournament. Joe Taylor, Pat Abbott, Broyles Plemmons, Dick Beckman, and Scuddy Horner, followed the leaders.

George Dawson, Spalding's VP in charge of sales, spoke on pro business operations; Robert Bruce Harris, golf architect of Chicago, talked on course design for interesting playability and economical maintenance; and Harold Sargent, national PGA treas., discussed pro problems in the business sessions.

Election of SE NGA officers was held.

Johnny Cochran, Greenwood, Miss., was renamed pres. Leo Beckman was re-elected sec.-treas., and Harold Sargent, treas., national PGA, was re-chosen honorary pres.

Vice-president from each of the six states in the SE PGA are: Tom Lundy, Mississippi; Denny Champagne, Florida; Joe Harper, Alabama; John Livingstone, Georgia; Charlie Danner, Tennessee, and Everett Nelson, Louisiana.

CORRECTION

A serious error in the table listing cost of materials used in connection with the article "Overseeding with Bent Helps Solve Texas Greens Problem," which appeared on page 46 of the September, 1952 issue is called to your attention to prevent possible serious damage. Third line from the bottom of the table which reads, "30 lbs. Calo-Clor Fungicide @ 4.95 /lb. \$188.50" should read, 3 lbs. of Calo-Clor Fungicide at \$4.95 per lb. or \$14.85. — The Editor.

High Spots of Pro Duties

By **HAROLD L. CLASEN**
Professional, Northland Country Club
Duluth, Minn.

The majority of the problems the professional will face in 1953 are the same he's always had to solve. The big difference in 1953 is that the problems are bigger because the golf business as a whole is bigger. Golf has become an important element in American living as the most popular participating outdoor sport and its investment and operating costs certainly are at figures that must be treated with thoughtful and thorough business judgment.

Continuous changes of the economic and social picture make it necessary for the pro to keep every detail of his operations adjusted to prevailing conditions, whatever they may happen to be. However, if he's qualified to handle a first-class job properly he's always done that. There are certain basic factors that govern the pro's business and he'll have to think about these fundamental problems and give them, as near as he can, the right answers for 1953.

Among the primary subjects the pro must consider are:

ASSISTANTS — With the uncertainty of young men being drafted etc. I find it a problem to hold boys long enough to properly train them. It seems to be a general trend for boys not to like the long hours and many duties that an assistant must serve in order to really learn the pro business.

It seems to be the age of specialization and some of the boys want to concentrate on playing while others can just get interested in one thing such as conducting the club tournaments, etc. The high wages paid by all industries make it a problem too, as the average pro can not equal the pay boys can earn in other fields.

LADIES — At most clubs ladies spend more time playing golf than their husbands do and a pro should cultivate this business in all ways. The easiest "in" or way to win their friendship is to help them arrange their games' schedules and see that their events are run off in A1 style. The ladies generally work on a very limited budget and any help the pro can give them is always appreciated. I always donate the prizes for their first weekly club event and when they have a guest day I generally give them a dozen balls to use as prizes. At cost prices I figure this to run about \$25 and it comes back to me many times over. You can deduct it from your income tax.

My wife helps me in stocking a line of ladies' dresses, skirts, shoes, etc., and this really pays.

JUNIORS — I always conduct a series of six free lessons for the Junior members, one a week for six weeks in the spring. After the first lesson we divide the class into two groups; one the Swingers who are the beginners, and they take turns in hitting balls, etc.

My assistant handles the Swingers and I take the advanced group, giving one hour each to the boys' and girls' classes. After each lesson we divide them into age or size groups and have putting contests or pitching and putting contests, which adds quite a bit to the program. Our ladies' group conducts weekly junior events throughout the season.

GENERAL PROMOTION: A successful pro is one who assists in all the club activities possible. A big job can be done on the planning and conducting of all club golf events such as the weekly events and the special ones conducted by the members of their business or professional groups.

Any event to be a success must be well planned and a pro can do his club a great service by seeing that the contestants understand the contest they are playing in, run the score board in such a way as all interested can read the results and lastly must (most important) see that the winners get their names in the paper.

The golf shop must be run in a way the membership will be proud of and welcome the chance to bring their guests into the shop and meet their pro. Golf starts at the pro shop and with the pro. If the pro is alert and on the job he can be a big asset in making the game more enjoyable for the members and their guests and, after all, that's what he is hired for.

"Tee-Time — Enjoy It and Live" Author Advises

"Tee-Time; Enjoy It and Live," by Albert A. Morey. Illustrated by Cliff Ulrich. Published by Franklin House, 55 E. Washington St., Chicago 2, Ill. Price \$1.50. This is a book of advice for the fellow who is playing golf for his physical and mental health, and its main plot is in 17 sound suggestions for the man over 40 who cares more about living to enjoy his golf than dying to have a low score.

**Golf's finest jacket
with the practical
features golfers have
been waiting for.**



Gaybird **FREE-FOR-ALL Jacket**

No other jacket ever offered so many wanted features.

No other jacket ever won such lively pro shop demand.

"Direct to Pro" — makes retail prices surprisingly low.

The instant selling success of the Gaybird Free-For-All in pro shops throughout the country confirms the golfers' quick acceptance of this new jacket as the finest ever offered them. The reason is easy to understand. The famous Free-For-All patented design immediately catches their eyes. They see no shoulder seams to hamper their swing. They can feel the lightness and rich quality of its durable, water repellent 100% acetate fabric. They note its generous length, smart styling and expert tailoring. When they learn its unusually modest price they know they are getting a bargain in quality. With our "Direct from maker to professional" sales policy the Gaybird brings you a merchandise leader that builds volume

along with your reputation for the best in men's and women's golf apparel at attractive prices.

Gaybird Free-For-All suggested retail prices: \$12.95 for the single jacket; \$25 for the reversible jacket. Slightly higher on the West Coast.

For men and women in small, medium and large sizes.

Colors: Blue, Red, Green, Gold, Maroon and Natural. Any of these six colors may be had on one side of the reversible jackets with natural (tan) color on the other side.

If you aren't already cashing-in on Gaybirds, write today, for the complete details and pro prices.

FREE — CHRISTMAS SALES MAKERS

We'll furnish you — FREE — 4-color illustrated Gaybird Free-For-All folders for mailing to your members. Folders are signed — "Your Professional." They're sure-fire business getters. Write us your requirements.

GAYBIRDS, INC.

261 Fifth Avenue
New York 16, N. Y.

Bobby Jones First to Receive Waring Sportsmanship Award



Robert Tyre (Bobby) Jones, Jr. (center) became the first to receive the "Fred Waring Sportsmanship Award" to be presented annually by the National Old Masters Award Committee. The presentation was made by Francis R. Elliott, N. Y. (L). (Waring is at right.) before a gathering of more than 500 golfers and their friends at Shawnee Inn, Shawnee-On-Delaware, Pa., where the annual Bill Waite Memorial and the National Old Masters tournaments were being played. The award was created by the Old Masters "as a means of fostering and perpetuating the spirit, the integrity and the honor that is golf." The permanent award, a life-sized replica of a golf bag complete with set of sticks will hang permanently at Shawnee.

Promotion-Minded Pros Will Score

By JOHN W. SPROUL
Sales Mgr., General Products,
United States Rubber Co.

The golf professional who is continually promotion-minded is the one who will cash in in 1953. Promoting tournaments among the club members as frequently as practical is essential to keep up a continuous and real interest in golf. Tournaments of various kinds, that are appealing to all types and classes of golfers — men, women and children alike — at the clubs, are necessary to stimulate sufficient interest to bring out as large a percentage of the total membership week after week.

The golf professional who is interested in maintaining and increasing his active golfing membership will also arrange for children's classes periodically. It is only a matter of from five to ten years before these children will become the most ardent and best golfers in the club. Here, too, are the finest prospects for future sales of all types of golf equipment.

The golf ball business so far as the golf professional is concerned should again represent one of the best — if not the best — mediums for earnings in 1953.

The professional can again buy stocks from the manufacturer with confidence. The heavy carry-overs that were purchased during the "War Scare" of 1950 and 1951 have been liquidated and used up. His golfing members will want fresh, new stocks of balls with which to start the 1953 season. An adequate stock in the hands of the pro when his new season opens is essential if he is going to cash in to the fullest extent on early season sales. He may also feel secure against any possible change in the specifications of the standard American ball during the entire 1953 season and purchase adequate stocks without any reservations along these lines.

Every golf professional can and should take immediate advantage of the possibility for plus sales throughout the remaining weeks and months of the 1952 season by soliciting his entire membership for possible Christmas Gift volume. Nearly every member would welcome a suggestion from his pro that he purchase a quantity of specially Christmas-packaged golf balls to give to his or her family, friends and business acquaintances, thus solving for them a problem which always confronts them at this time of year. Every pro carries many items which make most acceptable gifts at Christmas time, and it is not too late right up to the week before Christmas to cash in on this plus business if the pro acts promptly.

In 1953 it will be to the advantage of all pros to carry an adequate stock of the 80¢ and 65¢ golf balls in order to properly serve those members who are beginners or occasional golfers, or those who want to play golf more economically. This will prevent those members from having to go elsewhere to purchase lower priced balls and will demonstrate to them that their golf professional is truly thinking of their interests in all respects.

We are sure that every golf professional will be glad to know that in 1953 U. S. Rubber will continue to sell U. S. Royal golf balls under its pro-only policy and to feature U. S. Royals and "Buy them from Your Pro" in all of its advertising and promotion material.

"Scare-Buying" Stocks Depleted Business Back to Normal

By J. C. BRYDON
Vice Pres., Worthington Ball Co.

There is every indication that the golf professional's stocks of golf balls are back to normal and we are informed that they are buying with more confidence for 1953.

We are offering our Sweet Shot and Wonderball to the professionals. They are brand new golf balls from center to cover. Tests show they will give outstanding performance.

The outlook for 1953, we feel confident,

KADDIE KART PRODUCTS

Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U.S. PAT. OFF.

RENTAL TYPE



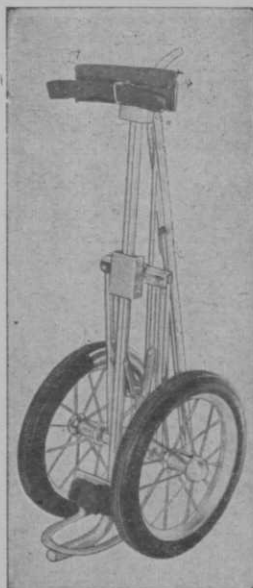
Buy
Direct
From
Factory
—
No
Middle
Man
—
Delivery
Now

The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

We will sell or lease or finance
your entire fleet.

Kolapsi Kart

REGISTERED - U.S. PAT. OFF.



FOUR NEW
1952 Models
All Automatic



List Prices

T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels ... \$33.95
T14PO Pipe Organ Type — "B" 14 in. Wire Spoke Wheels 33.95
T11 Regular Brackets — "C" 11 in. Disc Wheels 29.95
T11PO Pipe Organ Type — "D" 11 in. Disc Wheels 29.95

Regular Pro and Club Discounts.
Send for Catalogs.

Completely Automatic

Drop The Handle — It Folds
Lift Handle — It Opens

All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

Golf Cart Supply Co.

1466 W. Madison St., Chicago 7, Ill.

Please send complete information about Kaddie
Karts. We are interested in buying..... leasing.....

Name..... Position.....

Club.....

Address..... City..... State.....

Chamberlin Metal Products

1466 W. Madison St., Chicago 7, Ill.

Please ship..... Kolapsi Karts, Type.....
Please send complete information about the Auto-
matic Kolapsi Kart for (resale) (my private use).

Name.....

Address.....

City..... State.....

Club..... Position.....

is going to be a good year as the "scare-buying" stocks are all absorbed and business should be conducted at a normal basis.

Pro Business to Enjoy Substantial Growth

By VINCENT RICHARDS
Dunlop Tire and Rubber Corporation

It is my personal opinion that the business of professional golf will continue to enjoy substantial growth in 1953.

It is more essential this year than at any previous time for golf professionals to list seasonal requirements for 1953 in advance.

The Dunlop Tire & Rubber Corp., manufactures but one product for golf professionals—Maxfli golf balls. Sales of Maxflis after getting off to a slow start at the beginning of the year speeded up by mid summer to the point where today, despite increased production facilities, demand has forced delivery on a back-order basis. It will require maximum production to fill the orders on hand and to build up an inventory for 1953 expectations.

Competition May Be Tough in '53 but Pros Can Beat It

By ED P. RANKIN
Gen. Mgr., Walter Hagen Golf div.

It is my belief that 1953 holds in store very rosy prospects for the golf professional who prepares himself for it and is aggressive in his operations. There is no question in my mind but that the golf professional will have plenty of competition from lots of sources, but which he can meet very handily if he conducts his business on sound principles.

We are moving into a market that might be compared in some respects to 1941, at which time the golf professional had more competition than at any other time in our history, but those professionals who were progressive and who operated in an efficient manner, showed good financial returns for their efforts, which I believe will be true again not only of golf professionals, but of all business operations.

Our salesmen are now out showing our 1953 Hagen Line to the golf professionals and it is a new line in almost every respect.

We are offering to the professional an entirely new line of wood clubs in a range of attractive and unusual head finishes and which we are sure will be most enthusiastically received by the country's golfers. There are many new features in the Hagen Line, that give the professional lots to talk about in his selling. If he will use this ammunition I know his sales will be good.

The Ultra Iron which was received with

such great enthusiasm in all parts of the country, has been improved and it affords great selling possibilities.

Our putter and utility club line is very attractive as well as functional, and in any kind of a market there is great sales possibilities.

We intend to be very aggressive in our 1953 advertising, the theme of which will be quality and will direct golfers to the golf professional for the many services which he offers.

"Big Game" Pro Selling Advised for 1953

By J. A. SCHRAM
Pres., Burke Golf Sales, Inc.

Indications are the largest existing market for golf equipment will not fall apart at the seams anytime soon; nevertheless, big game takes a big gun. The selling efforts of professionals must keep pace with the selling technique of firms in non-competing lines (such as television, clothing, autos, etc.) because even in today's seemingly lush market, there is a definite limit to purchasing power.

Burke believes so strongly that energetic merchandising methods will increase 1953 volume that we have set up for the professional a new and unique service. We are making the promotional counsel of our advertising agency available to any golf professional who desires experienced merchandising help. This service is free and incurs no obligation whatsoever.

Here is something further of real business building importance—Look to the Ladies!—because the so-called weaker sex insists on finest cosmetics, the most modern clothes, it is relatively easy to build interest and develop the desire of lady golfers to buy the most fashionable new clubs. During 1952, Burke suggested to many professionals that they set up a small display of exclusive ladies' equipment; those who climbed aboard made many additional sales. We urge all professionals to adopt a similar policy in 1953. It will pay big dividends.

General Business Trend Shows Favorable Signs for Golf

By HENRY P. COWEN
Pres., MacGregor Golf Co.

Anticipating the outlook for future business activity is always a precarious assignment but it is reasonably safe to forecast that prospects are good for the next 12 months. An air of confidence has replaced the gloom of uncertainty of a year ago, and recognized economists as a group have generally shifted into an optimistic vein.

Consumer goods lines, according to one recent report, are picking up rapidly. People are buying steadily, prices are

Improve your
golf

Indoors or out with the deluxe

Folda | **FAIRWAY**
HOME GOLF COURSE

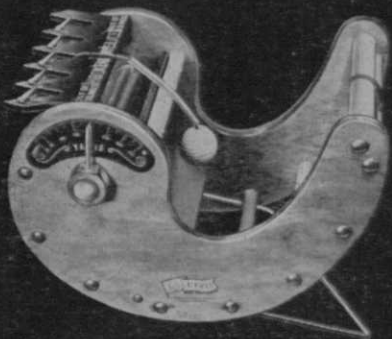
U. S. Patent No. 1971057. Add'l. Pats. Pend.

professional approval

Famous Golf Professionals the country over enthusiastically endorse Folda-Fairway as the first mechanical device that will positively reduce your handicap and consistently lower your scores.

Available in both left and right-handed models.

\$32⁵⁰
DELIVERED



Folda-Fairway

Goldom's Mechanical Marvel! Accurate, Sturdy, Portable, Safe. Engineered, developed and approved by famous pro golfers, Folda-Fairway is a patented precision instrument that makes fun out of practice. Sets up anywhere and by accurately recording distance and direction, converts the faulty swinger into a low handicap stylist. Hit them longer . . . hit them straighter. Groove your swing at home with the sensational Folda-Fairway! Immediately available through your Golf Professional.



A. E. Peterson Mfg. Co.

700 Allen Avenue, Glendale 1, California



CLUB AND BALL MAKERS MEET

Members of the golf club and ball manufacturers' associations pause, Sept. 19, during their meeting at Blackstone hotel, Chicago, for lunch with PGA and National Golf Foundation officials as their guests.

more constant, excessive inventories have been reduced and are no longer a burden. Production is up again, and with continued government spending for defense there is little reason to fear unemployment.

It's true that the prolonged shutdown of the steel industry by strike created an artificial scarcity, so that total output of steel this year will be less than produced in 1951, but most civilian-goods manufacturers are receiving ample stock for normal operations. Today, therefore, it does not appear that steel, a major factor in the golf industry, will have much effect on the availability of golf equipment. An adequate supply for the 1953 season is in prospect.

One significant action that may be reflected in golf, as in all other business, is in the direction of government relaxation or suspension of price controls. The new wage pattern in the steel industry cannot be overlooked, and it is possible that this eventually will have an effect on price levels. By no means is this statement intended to provoke hectic or stampede buying on the part of our trade, however, nor is it implied that ceiling price controls of golf equipment will be suspended. Nevertheless, there is little if any reason to suppose that present prices will go lower.

As foresighted professionals begin planning now on their next season's equipment requirements and place their orders early with the manufacturers to insure satisfactory delivery, we are inclined to repeat a previous recommenda-

tion that merchandise should be stocked only in such quantities as can be efficiently carried consistent with proper turnover during the year.

Altogether the outlook for professional golf in 1953 is for a continuance of brisk business, with sales maintaining a high level where service, aggressive merchandising and promotion are combined with intelligent, vigorous effort.

Lengthening Playing Season Is Paying Pros and Clubs

By BILL KAISER
Hillerich and Bradsby Co.

The outlook for pro golf business in 1953 appears at this time to be very bright. Since the lifting of restrictions has made it possible for new courses to be built in every community, more and more people should be able to play the game.

It is my belief that participation in the game by ladies and junior golfers is definitely on the upswing. Golf pros have promoted this in a big way in 1952 and I know that they will have an even greater program in 1953.

Even with the droughts in many sections of the country in 1952, pros have reported that golf activity was far better than in previous years. Also, it appears that the pros in most sections of the country are trying to keep their members playing whereas in past years it was the opinion of many that right after Labor Day the golf season was over. I have found that even in sections of the country where the weather gets extremely