



BOB HAYES, professional at the famous Idle Hour Club, Macon, Georgia, stresses member service through the use of modern, efficient equipment.

Price... \$275

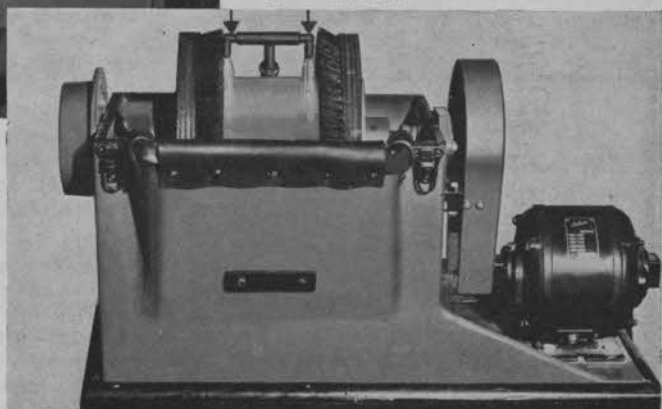
F. O. B. Schenectady, N. Y., with wooden cabinet stand. Weight (machine alone) 100 lbs.

FRED HAAS CLUB CLEANING & POLISHING MACHINE

Club cleaning and bag rack service, always a difficult problem, is made a simple, efficient operation with this new Haas club cleaning machine. Through faucets shown by arrows at top of machine, streams of a non-rust polishing wax fluid mixed with water play on the rapidly revolving, wear-resistant Nylon brushes to do a rapid, completely efficient job.

- Cleans grooves on both woods and irons • Cleans all or any one spot on clubs
- Clean—no splashing or dust nuisance • Simple and safe to use—no mechanical knowledge required for proper operation or maintenance • Speedy for "peak" period operations • Cleaning solution continuously filtered • One year guarantee on material and workmanship • Practical, dependable—it really does the work that gives "Member Service Deluxe".

These faucets play cleaning-polishing fluid on gentle but effective Nylon brushes.



Write for complete information and delivery date.

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P. O. Box 900 CHICAGO, ILL.

DISTRIBUTING AGENTS EXCLUSIVELY TO GOLF PROFESSIONALS

Custom Model Fred Haas Woods • Luxury Line Head Covers

Luxury Line Featherweight Gloves • Kathleen of Miami Headwear

Fred Haas Putters • Ed Frost Hats and Caps • Adjusta Carts

hazards and protection for players. Each hole originally was cleared from a dense stand of timber.

For about the past 20 years the East course has been reserved on week-ends and holidays for players who can break 100. The result has been to make this course highly popular at congested times and players prefer to wait to get on it as they can get around in 3 to 3½ hours.

F. H. Stenzel says that Glendoveer's records over the past 20 years show interesting changes in speed and scoring quality of play. In the late '20s single day week-end play was from 800 to as high as 1050 18-hole rounds. The figures included 18- and 9-hole rounds but were adjusted to an 18-hole basis.

Now 700 to 750 rounds appear to be the maximum. Slow motion on the greens is the biggest factor in reducing speed of play. Scoring is better because accuracy and length of tee and longer approach shots have improved. But that too tends to increase playing time. Formerly the holes of about 400 yds. length would accommodate one more foursome because the second shot was still out of green range. Now a great many of the players get on the 400 yd. holes in two shots.

IMPORTANT

In mid-March—every golf club in the United States was mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it—use the form you'll find on Page 126 in this issue. New regulations of the auditing bureau to which GOLFDOM belongs become effective in May.

To make certain your 1953 officials and operating heads receive GOLFDOM—fill-in the form and mail it—today—please.

Thank you.

GOLFDOM

RECORD ATTENDANCE AT PURDUE

The Midwest Regional Turf Conference at Purdue University, March 2-4, was the biggest ever held with total registration at 342. Golf course personnel again made up the largest single turf interest group, but interest in athletic field, home lawn and nursery stock care and maintenance showed a marked increase.

Main talks Monday afternoon were by Dr. J. B. Peterson, head of the Purdue University Dept. of Agronomy, who welcomed the attendees; Al Radko, USGA Green Sect. agronomist, Beltsville, Md., who told how to over-seed turf while it was in use; Dr. Fred V. Grau, who predicted future turf operations; Dr. H. B. Musser, turf researcher at Penn State College, who lectured on turf fertilization; and Dr. R. L. Kohls, Purdue U. agricultural economist.

Other speakers were Liebert Mossler, Indiana Golf Assn., pres., Indianapolis, Ind., who talked at the turf banquet Monday night; Dr. W. H. (Bill) Daniel, Midwest Regional Turf Foundation researcher and extensionist, who tied together turf activities of the man out on the firing line and researchers and industry; Dr. O. J. Noer, who explained results in testing soils of golf courses over this continent; Dr. George Gries, Purdue U. plant pathologist, who discussed plant root growth; and Dr. James R. Watson, Toro Mfg. Co., agronomist, who explained how moisture moves through soil.

Nearly half the conference was devoted to trying to answer questions asked by the attendees as they split off into four interest groups. Those interested in athletic fields, schools and municipal grounds made up one division; cemetery superintendents, nurserymen and industrial and home lawn managers were in a second group; public golf course superintendents composed the third while a group of private golf course superintendents made up still another. Subjects covered included everything from starting grass seed and trees to labor incentives for golf course workers.

The conference closed Wednesday noon with a showing of colored slides by Tom Mascaro, West Point Lawn Products, and Charles Hallowell, Philadelphia, Penna., extensionist.

Golf Ball Manufacturers' Assn. reports total sales of golf balls for year ending Dec. 31, 1952 as 1,845,687 doz.

PARGLOV and PAR-D-LUX GLOVES for '53 PUT DRIVE IN YOUR SALES!



Carefully cut by the
world's finest glove
cutters.

Full hand protection in bright, bold colors!

ORDER NOW
Stock your 1953 Par-D-Lux and
Parglov line now. Order by mail.
You will receive prompt, personal
attention. Send for the 1953
folder for details on nylon and
leather gloves and accessories.

Parglov and Par-D-Lux, the light-weight gloves that combine expert leather stitching with moisture resistant nylon backs to do a man-size job on the golf course and a selling job in your Pro Shop! In a choice of colors . . . all leather, or with nylon backs.

K. L. BURGETT CO.
Peoria, Illinois

Basic Principles of Good Shop Business Pictured

By Natalie (Mrs. Orville W.) Chapin
Fort Wayne (Ind.) Country Club

I'd never been especially interested in playing golf and had never been active in my husband's shops until after he became professional at the Ft. Wayne (Ind.) CC. Like most other wives of professionals I was fairly well acquainted with my husband's operations but my interest was strictly back-stage.

Then, in mid-summer of 1946 Orville asked me to help out at the shop during busy hours. I'd always been attracted to selling and when I went into the shop I soon realized that I could be a very helpful factor in the shop's merchandising. I saw what I believe quite a few women golfers see; that the merchandise in the pro shop is very well chosen for value and priced reasonably. Now that I know something about the way pro shops are operated I can venture to say that there are some shops that are missing quite a good volume of business. Some strong advertising is lost by catering so completely to men's business that they almost neglect their women customers instead of making the shop draw them.

But, to relate our own experience: Our volume of play isn't sufficient to warrant a full-time employee exclusively for selling, however in the work I am qualified to do I can, in addition to some selling, pick up leads that my husband's expert services can turn into substantial sales.

In 1947 as merchandise became available we went into sportswear items which Orville never before had carried. Early in 1948 many of our women golfers asked me to put in a line of women's golf dresses. It took me some time to locate a line of dresses which were properly priced. In 1948 while I was shopping, a salesman called on Orville and as Orville couldn't discuss the matter with me he ordered a couple of dozen dresses. I was skeptical about what might be delivered but when the shipment arrived I found the merchandise to be very satisfactory.

Then when I got to work selling them I found that it was difficult to sell the

color we had in the size the customer wanted. That meant considerable re-ordering. Many times it was impossible to get through the color or style we wanted.

Then I learned that the dress manufacturers start to make their line in September for the following year. By May of the next season many of the styles have been taken out of the line because of no more supply of that type of material or because a certain style was a poor seller.

By the next season I was lined up with two of the leading dress manufacturers and that enabled me to show a better selection. In some cities these manufacturers sell only to dealers in town, so in some places it would be difficult for pros or their wives to line up with such manufacturers.

Order Well Ahead

The last two seasons I have ordered our spring line in September or October and have had them delivered as soon as possible. In this way I was certain of getting the styles I wanted. Buying that way does tie up some capital but a mid-winter invoice dating can be arranged, or at least we have been able to do so. Getting dresses that early has enabled me to take care of customers who go South during the winter and who like to have the latest styles.

The amount of one's inventory has to be watched as styles and trends change easily and quickly. This year I was caught with a lot of dresses because of a swing to "shorts" at this club. So we have swung into that line also. It didn't take long to find means of getting rid of the extra dresses away from the club.

I have found that a certain per cent of our buyers like a fancy golf dress for Sundays and special events, so there is a real market for the, out of the ordinary, golf dress.

Watch Hat Business

I carry hats and caps to match the golf dresses. They must be ordered with

"Man... what a golf bag!"



PAR-BAG DELUXE

the finest ever made... regardless of price!



"Step-down Keystone top ring carries up to 18 clubs! And look at these metal-reinforced, padded club-dividers, this holder for large umbrellas!"



"It's beautiful! Top-grain cowhide, harness leather trim... color-fast and waterproof too!"

"I go for this sponge-rubber lined, wool-padded shoulder sling! And this saddle brace gives it perfect balance, distributes the weight for easy carrying!"



"Copper rivets throughout, solid brass locks on all pockets. Brass hardware too!"



"It's rugged too! Shock-resistor steel bottom ring protects it on carts, the molded rubber, non-skid bottom is guaranteed to outwear the bag... and these three steel stays keep it in shape always!"



"I'm sold on this full-length locker pocket with tee, glove and accessory pocket, and on the pilfer proof, detachable zipper traveling hood stored inside. And look at the size of the ball-storage pocket!"

Scarlet or kelly-green cowhide with saddle russet trim. **\$75** Same model in Saran, duck, dobby weave nylon, or vinyl-coated fabric (all in smart plaids or solid shades, all color-fast and waterproof). **\$50**

Other Par-Bag models for men and women as low as \$6.95.

See PAR-BAG DELUXE at your favorite sporting goods store or pro shop • ATLANTIC PRODUCTS CORPORATION, Trenton, N. J. • World's largest maker of golf bags

Behind the preference for one certain brand above all others is a performance record that has won the confidence of both the buyer and the seller. A conspicuous example of this in pro shop merchandising is —

PRO Grip
 AMERICA'S FINEST
GOLF GLOVES and HEAD COVERS



PRO-GRIP'S famous elastic Snugtex grip — with twice as many elastic rubber bands. Designed and developed for PRO-GRIP golf gloves. The world's largest selling glove with a built-in grip. New Cape suede back — softer and stronger. Specially prepared top-quality Capeskin palm. **STYLE 61-S**



STYLE 132-PT

PRO-GRIP all-leather full-finger model. Genuine Pigtexted Cape Skin. A leader in popular priced gloves.

- All PRO-GRIP full-finger gloves now are longer at the wrist.

STYLE 132

PRO-GRIP two-tone (light tan with eggshell). Full finger with concealed elastic wrist snugger. All leather — of light weight genuine Cape Skin.



PRO-GRIP HEAD COVERS

... outstanding quality in all price ranges. Heading the list is the combination leather and Skinner's Tackle Twill.

Style 52-L shown below.



The complete PRO-GRIP line of golf gloves and club head covers includes a wide range of models, styles and prices. Buy with confidence — insist on PRO-GRIP

Ask your distributor

Catering to golf professionals

since we started ... in 1940!

the dresses tho, as by May they are usually withdrawn from the line or the manufacturers do not care to bother with small single orders. During the summer I carry a dozen or more different styles of women's hats and caps.

It has been my experience that it does not pay to reorder the same style unless it has been a "WoW". You can sell out a dozen hats in a few days and two weeks later a duplicate shipment would simply lay on the counter and attract no buyers. I take spring styles out by early summer and later show fall models, taking the previous styles off the counter.

My dresses are well displayed on a rack across the front of the display room, it holds six or seven dozen dresses. From the outside they show up well through a large window. Another dozen are on display on racks and hangers in other conspicuous spots in the shop. I have tried to clean out my stock of dresses by the end of the season so that in the spring I have an entirely new stock. So far I have been pretty fortunate in this respect.

I have found that it is smart to buy only one color or less of each style of dress. That is if a dress comes in nine colors I select six colors that I feel will sell easiest and order one of each of those colors. In that way my customers do not see their friends wearing the same color and style.

Often I suggest that several dresses be taken home so that a customer can be sure of which ones they like the best. Many times they will buy all of those they have taken home.

I handle quite a few skirts and blouses, but care must be exercised in ordering them as they cannot be worn by all players.

Accommodation to Women

The handling of such merchandise is a definite accommodation to many of our women golfers. With the care of growing children and household duties their time is limited and they appreciate being able to be outfitted while at the club to play golf.

I doubt if a pro by himself could do much of a business in ladies' golf wear. It takes a woman's knack of displaying and presenting such wear to women, and in ordering a woman can picture better what the average women will like and wear. I try to picture which of our members will like certain dresses and shorts and order with those certain persons in mind.

Of course there are many things that a sales person does automatically and are not easy to think of and jot down on paper, but this gives an idea of some of my experience and the way I carry on.

There always are new ideas coming to mind and I'm always looking for something good and attractive that our customers can get first. It's good for the members, good for the club and good for the shop to get distinctive fashions first so the women members are leaders in women's sports fashions.

I carry a line of ladies' sweaters in several styles. It often is surprising how quickly a new and different style will sell and how much fine advertising it does for the pro shop.

The business is not the type that rushes into the shop in a bargain-hunting way. It must be secured on the basis of excellent style, material, workmanship and value that is up to the highest standard of women's shops and often lower in price. I go after business well in advance to make sure that all possible customers are reminded that we will have what they want. Early in February I send out a postcard advising that I will have my new line of dresses on display early in April.

Midwest Turf Election

Lafayette, Ind., March 4—Taylor Boyd, supt. Camargo Club, Cincinnati, was named new president of Midwest Regional Turf Foundation by directors at their annual meeting at Purdue, March 3.

Boyd succeeds Malcolm E. McLaren, supt. of Oakwood CC., Cleveland, O., who has headed the foundation for the last several years.

Frank Dunlap, supt. of the Country Club, Cleveland, is vice president. Other officers of the foundation, which headquarters at Purdue, include Dr. W. H. Daniel, Purdue turf specialist, executive secretary; and Dr. G. O. Mott, Purdue agronomist, treasurer.

Directors elected for 3-year terms are Leo Bauman, former green-chairman at Westwood CC., St. Louis, and Oscar Borgmeier, George A. Davis Co., Chicago. Other directors are Edward Fifield, Gary Municipal Golf Courses; Carl Bretzlaff, Indianapolis; Ward Cornwell, Grosse Pointe, Mich.; Dr. Fred V. Grau; William H. Stupple, supt., Exmoor CC., Highland Park, Ill.; and Lester Verhaalen, Brynwood CC., Milwaukee, Wis.

Golf Reservations by Number Gives Better Service in L. A.

By PETER TANUS

The Department of Recreation and Parks of the City of Los Angeles in August, 1950, adopted a numerical golf reservation system replacing the old antiquated reservation system which forced golfers to make personal trips by automobile or bus to the starters' windows at the clubhouses and as a result today more than 8400 registered golfers in the Los Angeles area are enjoying a convenient, efficient service that affords equal opportunity for play to all.

The new method does away with the necessity of standing in line for hours at a time in order to secure starting times for the following day and avoids other irritating inconveniences. There have been problems involved in making the transition from the old reservation system to the new but in the main golfers have been tolerant and understanding and the change has been easy and orderly.

Under the new system each reservation applicant is issued a free golf card, with a permanent number, which is used for advance reservation purposes only on any of the three municipally owned 18-hole golf courses in Los Angeles, the Wilson and Harding courses in Griffith Park and the Rancho links in West Los Angeles. On all working days of the week except Monday, golf reservations are assigned at the City Hall by telephone only between the hours of 9 a. m. and 4 p. m. On Mondays, however, reservations are taken by three telephone operators between the hours of 6 a. m. and 4 p. m. Personal contact between the operator and the golfer is discouraged by the Board of Recreation and Park Commissioners, a measure that helps afford equal opportunity to all to play golf under the best conditions, and makes possible reservations for play in advance easily available to all. A fee of 50 cents per person is charged for this service.

Reservations can be made for only one week in advance, i. e. on Monday, for days through the following Monday; on Tuesdays for days through the following Tuesday; and so on. Reservations are made for singles, twosomes, threesomes,



Starting times for play on Los Angeles' Rancho and Griffith Park municipal courses for 8400 golfers registered with the Department of Recreation and Parks, are assigned by, (left to right) Helen Hickman, Helene Thomsen, and Louise Cummings. Applications for starting times are accepted by telephone only.

or foursomes. It is not necessary to give the name of all members of the party at the time reservations are made. The Department reserves the right to complete all foursomes where a reservation is made for less than four players. Only one starting time may be secured for a weekend by each telephone call.

The player who makes the reservation over the telephone is the only one allowed to pick up the tickets at the starter's window. This must be done on the day of play, at least 15 minutes prior to the starting time, by the golfer identifying himself and paying the greens fee, plus the reservation fee (50 cents per person), for the entire party. In case the golfer who made the advance reservation is unable to comply with these regulations, he may telephone the golf course at least 15 minutes prior to his scheduled time and authorize any member of his group to purchase the tickets. Unless this is done, the reservation is cancelled and the starting time is filled by the golf starter from the daily call-sheet.

A registered player who fails to pick

KADDIE KART PRODUCTS

Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U. S. PAT. OFF.

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Buy
Direct
From
Factory
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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.

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.....

Ko-lap-si Kart

TRADE MARK

REGISTERED - U. S. PAT. OFF.

FOUR NEW
1953 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.

Chamberlin Metal Products

1466 W. Madison St. Chicago 7, Ill.

Please ship.....Kolapsi Karts, Type.....

Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name.....

Address.....

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

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

up his tickets, after having made a telephone reservation, forfeits the privilege of making future reservations on Los Angeles' municipally owned golf courses until the reservation fees for his entire party are paid. The only exception being that if proper notice of cancellation is given on the previous Friday before 4 p. m., the registrant is automatically freed from penalty. Registration golf cards are non-transferable and are kept confidential for the players' own protection. Card numbers are given over the telephone when reservations are made. Should inclement weather cause the closing of any golf course, all reservations are then cancelled and no penalty is assessed against anyone with a reservation.

This numerical golf system has proved its worth since its adoption in 1950. Golfers have expressed their approval of this method of making advance reservations and are particularly pleased that the system allows no partiality or favoritism. Obviously, all of the 8400 golfers registered under the system cannot be accommodated with starting times on any one weekend, due to the limitations of Los Angeles' present number of courses; but it is hoped that in the near future additional courses can be built to take care of the ever-increasing number of golf enthusiasts in the Los Angeles area.

Close Inventory Control Vital

Watch your pro stock carefully, know how soon you can expect deliveries of what you order, send your orders promptly by air mail, and educate members to order in advance of the date on which they want merchandise delivered. Then you can do big volume without tying up money and risk losses on sizes and styles that are not sure to sell quickly.

But always have enough on display to arouse buying interest.

Maybe this close buying won't work at large clubs where store competition makes immediate delivery an essential in practically all selling, but I've found that it works for me and my members. I used to be stuck plenty by ordering merchandise that remained in my inventory at the end of the season. Now with closer control of my stock I have reduced my losses and increased my profit percentage and that's absolutely necessary in these times of high operating costs of a pro department.

—Leny Calderwood, St. Joseph (Mo.) CC

Western GA Summarizes Caddie Master Data

Western Golf Assn., 8 S. Dearborn, Chicago 3, has released a summary of its caddie master survey which covered time, salaries and bonuses, meal and lodging arrangements and concession operations of caddie masters.

The survey also covered caddie supply, rates, guarantees, bonuses, course, lesson and pool privileges, annual banquets, Honor Caddie awards, transportation and Evans Caddie Scholarship availability.

Average employment of caddie masters during a year was 8½ months. Caddie master salaries ranged from \$100 to \$400 monthly, with average being \$233.54. An adequate supply of caddies was reported by 63 per cent of the answering clubs; 31 did not have enough caddies and 6 per cent had an "abundant" number of caddies.

Caddie rates ranged from \$1 to \$3 per round single.

Caddies were allowed playing privileges one day a week—usually Monday—at 96 per cent of the clubs. Organized transportation plans for caddies were in effect at 32 per cent of the reporting clubs.

Assistants and Bag Carts Are Pro Problems Now

By Tom Mahan

Professional, United Shoe CC., Beverly, Mass.

At this time the most serious problem that confronts professional golf is that of securing desirable shop assistants. The wages in golf can't meet the competition of factory jobs and while the nature of club employment is more pleasant than factory routine the Saturday and Sunday work and the long hours are not magnets for fellows who are offered elsewhere 5-day weeks, 8-hour days, then overtime, plus paid vacations and retirement plans.

Then, also, is the matter of the future for the boys. The shortage of courses needed to provide for the game's logical market of players also means a shortage of courses to provide professional jobs for the capable young men developed as assistants and entitled to advancement.

In the meanwhile, with shop help available, the pro must maintain more direct supervision over his shop, watch his inventory closely, devote a great deal of time and study to training his assistants and encouraging them and do the best he can in the battle of economy against the increase in costs for the type of service he wants to give.