

The basic principles of retailing are the same in EVERY store...and the golf shop is no different.

YOU...like every merchant ...are in business to make money.



COST OF MERCHANDISE AND OVERHEAD ARE FIXED EXPENSES.

ONLY YOUR PROFIT CAN FLUCTUATE.



### DO YOU--

--Buy Merchandise carefully?



--Check it when it is received?



--Price the merchandise to bring you a fair profit?

## MISTAKES!

## FORGETFULNESS!

## CARELESSNESS!

## TEMPTATION!

So long as retail business requires human help, these human weaknesses can cost you part of your profits...unless you can control them as other retail businesses do!

## YOU CAN LOSE ON MONEY PAID OUT



Records of money paid out can be altered, forgotten, or lost. They can be inaccurate, due to carelessness.

THEY CAN BE CHANGED FOR PERSONAL GAIN.

EVEN IF YOU CAN CONTROL MONEY PAID OUT...CASH SHORTAGES CAN STILL OCCUR AND MEAN ONE OF 2 THINGS-



1. Someone made a mistake in change.
2. Someone deliberately took the money from the cash drawer.

HUMAN WEAKNESSES  
CAN ALSO COST YOU  
PART OF YOUR PROFITS  
ON CHARGE BUSINESS.

THE GREATER YOUR CHARGE  
BUSINESS THE MORE YOU  
CAN LOSE!



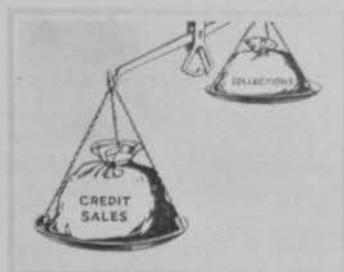
INTERRUPTIONS CAN MAKE YOUR  
STAFF FORGET TO MAKE OUT A  
CHARGE RECORD... OR FORGET  
PRICES, OR EVEN ITEMS.



NEITHER YOU, YOUR  
BOOKKEEPER OR THE CLUB  
OFFICE CAN MAKE INVOICES  
FOR ITEMS THAT ARE NOT  
BROUGHT TO THEIR ATTENTION.



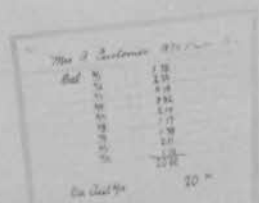
A CHARGE SLIP HAS THE  
SAME VALUE AS CURRENCY.  
WITHOUT THE CHARGE RECORD,  
YOU CANNOT COLLECT THE CASH  
IT REPRESENTS.



THE CHARGE SLIP CAN  
BE INACCURATE, POORLY  
WRITTEN, WITH WRONG  
PRICES... AND SUBJECT TO  
THE ERRORS OF "MENTAL  
ARITHMETIC."



A MEMBER'S ACCOUNT MAY BE  
CREDITED ON THE LEDGER BUT  
THAT IS NO PROOF THAT YOU  
ACTUALLY GOT THE MONEY.





With a Coin-Operated *Niagara* Mechanical Masseur  
 every club can offer the finest massage facilities . . .

and turn a neat profit, too!



**DR. CARY MIDDLECOFF:**  
 "Niagara DEEP Massage helps me rest and relax—keeps me tuned to play my best."



**JACK BURKE:**  
 "Wouldn't miss my daily Niagara tuneup for the world."

Niagara DEEP Massage is used by top golfers everywhere—Redmond, Middlecoff, Burke—to help keep them in tip-top tune for their best games. Now, Niagara offers its famous mechanical massage units with coin-operated mechanisms. They're naturals for any locker room.

Your members will find Niagara great for helping to ease tension and loosening taut muscles before a game. Later, they'll enjoy relaxing to the smooth, pulsating action that so effectively relieves fatigue.

The Niagara coin-operated Mechanical Masseur is an attractive and sturdily built piece of equipment that will give a lifetime of troublefree and profitable service. Units are also available without coin mechanism.

Don't miss out on this sure-fire moneymaker. Send coupon TODAY for complete details.



NIAGARA  
 Adamsville, Pennsylvania

Department GO-7

Send me complete information on Niagara coin-operated Mechanical Masseurs.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

CANADA: MONARCH MASSAGE, LTD., FORT ERIE, ONT.

NEARLY EVERYONE HAS  
THE NEED OR DESIRE FOR  
MORE MONEY--



— Illness

— Debts

— Extravagance

Gambling

— Bad Management

— Emergencies



ONE OF THE GREATEST SOURCES OF  
LOSS IS IN THE MANAGEMENT OF  
THE SHOP ITSELF --

Do YOU add the 2% to your  
net profit by taking the  
cash discount?---

(THIS MEANS 24% PER YEAR)

DO YOU PROTECT YOUR MER-  
CHANDISE AGAINST BECOMING  
SHOPWORN ?

DO YOU BUY JUDICIOUSLY, SO  
THAT YOU CAN CUT DOWN LOSSES  
CAUSED BY CUT PRICES FOR  
CLEARANCE ?

15

THERE ARE ONLY 2 STEPS  
BETWEEN HONESTY AND  
DISHONESTY



WITH NEED AND OPPORTUNITY,  
TEMPTATION OFTEN WINS OUT!

Bonding Companies state that known  
small thefts cost Business hundreds  
of million dollars a year!

17

DO YOU TAKE ADVANTAGE  
OF ALL LEGITIMATE INCOME  
TAX DEDUCTIONS ?

DO YOU GEAR YOUR PERSONAL  
SPENDING TO THE AMOUNT YOU  
TAKE IN...OR TO WHAT IS  
LEFT AFTER YOUR BUSINESS  
EXPENSES ARE PAID ?

YOUR GREATER SUCCESS DOES  
NOT DEPEND ON SALE OF MER-  
CHANDISE ALONE. DO YOU  
MAKE YOUR REVENUE FROM  
TEACHING & OTHER SERVICES  
PAY THEIR SHARE OF YOUR  
OVERHEAD ?

16

### National Golf Day Draws 104,000

THE second annual National Golf Day co-sponsored by Life Magazine and the PGA, had more than 104,000 playing and contributing \$1 each to be divided equally between the U.S.O. and National Golf Fund, Inc. Last year's participation in the initial National Golf Day was 80,000.

Compilation is being made on the 1953 entries who, on handicap basis at their respective courses, beat the excellent sub-par round of 70 Julius Boros, the USGA

18

National Open champion, shot at Oakmont on May 30. Those who beat Boros receive medals, the expense for which is paid by Life magazine. Life also paid other promotion expenses of the highly successful nationwide event.

In many cities National Golf Day was proclaimed by official action.

In Canada about \$12,000 was received for National Golf Day entry fees. The figure was \$2000 over the 1952 mark. The Royal Canadian Golf Assn. was co-sponsor with Life.

National Golf Fund, Inc., share of National Golf Day proceeds in U. S. have

been allotted, to date, to PGA welfare, benevolent and educational funds, to caddie scholarship funds, AWVS Swing Clubs at veterans' hospitals and to golf course turf research.

Other activities associated with golf which qualify for aid from the National Golf Fund, Inc., are asked to present their cases to Fred Riggin, Sr., pres., Mueller Brass Co., Port Huron, Mich. He is pres. of National Golf Fund, Inc., whose directors consist of men and women widely known in golf.

### Some Answers the Supt. Must Get

By JOHN S. McCOY  
Supt., Cincinnati (O.) CC

Golf course employees today do not seem to have the interest in their work that they had a few years back. Quitting time and pay day are more important than maintaining fine turf. Some of the old men are about thru working, the younger ones often use golf course maintenance as a fill-in until they go in the services or to gain enough work experience that they can work into some other field. High school boys, used by many superintendents, start work at a critical time of the year, usually early June, and by the time they have developed some judgment in doing their tasks they leave for school again.

Rates of pay have some bearing on securing and holding employees but is only a part of the answer. Thru some years of experience I have found that maintenance workers, and superintendents for that matter, usually get paid according to the service they render. A good superintendent can do much for his helpers in working conditions, wages, etc., just as a good grounds chairman appreciates what the superintendent is doing and sees that he gets his just rewards.

Additional research is needed along technical lines and more emphasis should be placed in disseminating it thru extension workers. In my opinion not enough work is being done in studying control of weed grasses such as poa annua and crabgrass thru inhibiting seed growth.

Another very important subject for study is design of mowers, principally greens mowers, as they affect the grass thru cutting. During the 1952 season I noted considerable difference in bent grasses being able to withstand the extreme weather where different types of greens mowers have been used.

In Cincinnati we had a bad season in

1952 but not a disastrous one. Heat and humidity were high, disease was prevalent, air movement on some of our courses (mine is one of the worst) was almost minus and some courses still have many of the older bent grasses in greens. Labor was indifferent and needed constant supervision — often more than could be given. All those factors entered into our troubles along with many others. Some of the loss of turf seemed to defy explanation and the experts could not explain why some grass went out and other grass did not.

Of course the experts had no trouble at home but one could usually peek around the corner and find it.

### Florida Turf Meet at Gainesville, Aug. 5, 6

FIRST annual University of Florida Turf Conference and Field Day will be held at Gainesville, Fla., Aug. 5 and 6. It is sponsored by Florida Turf Assn., Florida Agricultural Experiment Station and Florida State Extension Service.

Gene C. Nutter, formerly with John Cornman at Cornell, now asst. agronomist (turf) at U of F agricultural experiment stations, has lined up a program of particular value to the state's golf course men as well as to others responsible for fine, large area turf.

Director Willard Fifield of the experiment stations, and his team-mates Nutter, Ralph Dickey (horticulturist), Dr. Roger W. Bledsoe (agronomist), Erdman West (mycologist), J. Russell Henderson (agronomist), and A. N. Tissot, F. E. Guthrie, D. O. Wolfenbarger, and E. G. Kelsheimer, will be station stars on the program. The latter four will talk on insect pest problems which plague Florida courses and supts.

O. J. Noer, J. R. Blackledge, Nash Higgens, T. C. Johnson, Mark Mahannah, Clinton Van Cleef and B. P. Robinson will be guest experts with talks and discussions on problems of courses, parks, athletic and recreation fields and cemeteries.

There will be an inspection of turf plots, demonstrations, and a number of question and answer sessions.

There also will be the first annual Florida Turf Assn. golf tournament Wednesday afternoon at Gainesville CC, with Wm. H. Etheridge, the club's pro, as host, and a banquet that evening at the club with Mgr. G. W. Gelwick as host and Dr. Frank Goodwin, U of F marketing professor, as speaker.



Professional Milt Coggins with his assistants, Chuck McCool (L) and Bill Farkas behind counter in newly remodeled shop at Encanto GC. Remodeling job has given Milt needed space for display of equipment and full length of wall back of Milt at right is used for effective display of clubs.

## Encanto Enlarges Shop; Sales Increase 35 %

By DEAN SMITH

**“YOU’VE** gotta show it to sell it,” reasoned Milt Coggins, professional at Encanto GC, Phoenix, Ariz. So Milt engineered a remodeling program at his golf shop that practically doubled his selling space.

Today his sales records prove he was right. Since the enlarging project was completed Dec. 15, 1952, Encanto golf shop sales have increased about 35%. And they’re getting better.

The shop now has 1,350 sq. ft. of sales area, more than any other golf club in central Arizona. The full length of the west wall is lined with golf clubs. Attractive shelves on the east side contain golf apparel and a variety of recreation equipment. In the center of the room is a table which displays golfing shirts, hats, and other clothing, in addition to the Encanto Bargain Barrel, a green barrel which contains low priced unmatched golf clubs. Golf balls are displayed in a show case which separates the sales room from the office and club storage rooms.

Remodeling of the clubhouse and shop cost about \$22,000. The work included enlarging facilities, installation of knotty pine as a backdrop for the club and bag

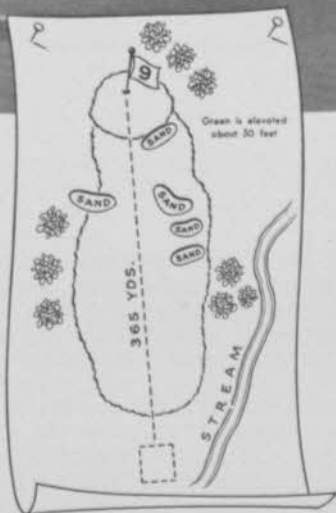
displays, fluorescent lighting, modernization of the men’s and ladies’ lounges, and renovation of the club repair shop. A starter’s booth is also incorporated into the new setup.

Coggins is an aggressive merchandiser. He and his fellow professionals, Bill Farkas and Chuck McCool, take an active interest in the golf store and its appearance. One of the Encanto merchandising efforts is the advertising program in the two big Phoenix daily newspapers, the Arizona Republic and Phoenix Gazette. The golf shop signed for a year’s contract of advertising, with each two column by 6 in. ad headed by the slogan “Off the Club Head.”

Because Encanto is the only 18-hole municipal golf course in the Phoenix area, there has been no problem in attracting greens fee revenue. But Coggins and the city recreation department feel an obligation to keep green fees low enough to enable low-income golfers to play regularly. Current rates are \$1 in the summer months and \$1.25 during the rest of the year.

Encanto also offers a variety of weekly, monthly, and family combination tickets.

# THE 9<sup>TH</sup> AT BIRMINGHAM CHALLENGES CHAMPIONS

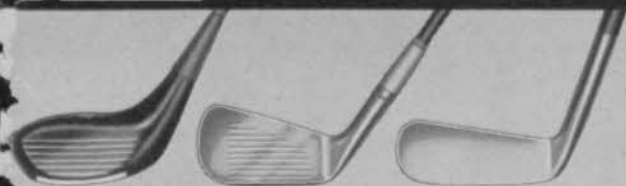


## *How would you play it?*

The Pros, who played in the P.G.A. classic this month at the Birmingham Country Club, Birmingham, Michigan, will long remember the 9th hole. For traps, bunkers, and natural hazards make it a hole that is a challenge to champions. Ray Maguire, the popular "host" Pro, says:

"This hole plays 365 yards long against prevailing winds. Bunkers to the right and left of fairway at 250 yards. It usually is a good drive and four iron shot to the green."

## **Bristol "Cadet" Golf Clubs**



ANOTHER *Sealand* PRODUCT

*Buy* THE SPORTS BRAND MILLIONS DEMAND!

*Sealand* inc  
Torrington, Connecticut  
Since 1826  
NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

For those 18 years old and under, Encanto sells a \$5 monthly card. For adults, tickets are \$10 per month for all but week ends and holidays, and \$15 per month for all days.

For \$50 an adult may buy an all-year ticket; for \$75 an all-year family ticket.

"We think our fees are about as reasonable as you'll find anywhere," Coggins declares. "And we know the low rates help to interest a wider range of golfers. Besides, the bigger volume of play brings more people into our golf shop, and the greater the traffic the larger the sales. Golf has a very prominent place among the attractions of Phoenix as a winter resort and as a year-around residential city, therefore, it is most important that the pro department of the city's public course be presented and operated as a first class public service in recreation," Milt adds.

## Thinking the Way to the Course Answers

By FRANK P. DUNLAP

Sup., Country Club, Inc., Chagrin Falls, O.

After one of the worst years in the history of modern golf course maintenance superintendents can look at the next year's problems with renewed confidence. Their problems of agronomy, management and money—as baffling as they are—have been greatly simplified because the superintendent now knows how to think about his job as the executive in charge of an expensive and complex plant should think.

All of us have had the experience of coming home at night "beat out" from mental and physical effort and it is the thinking that we must do in meeting our problems that accounts for the heaviest part of the strain. There isn't a moment from the time he gets up until he falls exhausted into sleep that the superintendent doesn't have to be using his brains on the job. Each day seems to present some new problem he must solve to make his course attractive to his members.

The problems facing the golf clubs of today are very complex and vary considerably with the type, age, and geographical location of the club.

Without a doubt, the inability to get adequate competent help on the course is one of our major problems, if not the major one today. How are we to compete with the wages offered by industry, to say nothing of the so-called fringe benefits they offer such as paid vacations, pen-

sions, sick pay benefits and more attractive working hours? Of a necessity our job is a seven-day-a-week one for the biggest share of our men.

On the other side of the question higher wages are not entirely the answer for today's workman seems willing to turn out only just so much work in a day regardless of what he is paid. However, I am firmly convinced that a somewhat higher wage than is now paid by the average club would attract more competent and thus more productive workmen to the golf course.

Wherever possible hand work must be eliminated, even if it takes reconstruction and alteration of the course to do it. To cite just one instance the school kids we get on the course today will operate a piece of power equipment all day, but if you handed one of them a scythe he would not last while you were getting his name on the payroll.

As far as machinery is concerned, there is a great deal of excellent equipment available today. There is, however, a great need for a mechanical, speedy trap raker, and the mower companies would improve their machines a great deal if there was a really fast way to change the height adjustment, so that a seven-gang could quickly be changed from fairway height to rough height and back again, so that a machine that had finished the fairways with a couple of hours of the day left could put in the rest of the day mowing rough.

There is surely a great deal of room for the development of an adequate turf for use on tees, especially around and immediately adjacent to the Great Lakes.

Nothing that I have seen up to now would lead me to believe that either zoysia or the winter-hardy Bermudas are the answer either alone or in conjunction with other grasses for tees or fairways. In my opinion, if and when the problem is solved it will be by crossing some of the present strains of bent that are adapted to our climate. It is a problem that experimental turf people could spend more time on.

Of course all our problems were magnified in this very rugged season just past. The things learned at our short courses and conventions from such people as O. J. Noer, Burt Musser, Bill Daniel, Fred Grau, and a host of others has stood us in good stead. That, coupled with the friendly willing cooperation of our fellow superintendents, has seen us successfully through a season that could have well been indescribably disastrous.





### SPORTSVISION SHOOTS NEW GOLF SERIES

Sportsvision, Inc., San Francisco, specialists in sports TV film, had a crew at Las Vegas shooting "Tournament of Champions." Don Schwab, Pacific Coast Intercollegiate champion in 1949 and Sportsvision's production head, directed instruction sequences to be available in 8 mm., 16 mm., and 35 mm. films, and a series of 12 15-minute black and white and colored films of Mangrum, Snead, Besselink, Boros, Middlecoff, Bolt, Jackie Burke, Jim Turnesa, Worshaw, Kroll, Ferrier, Stewart, Palmer, Douglas, Holquin and Jimmy Clark.

### Course Labor Shortage Not Realized by Officials

By JOHN C. EBEL  
Supt., Biltmore CC, Barrington, Ill.

In the past several issues of "Golfdom" I've been especially interested to see timely problems similar to my own discussed.

Weather and other unpredictable circumstances have always made a golf course superintendent's job tough, but I think all will agree that obtaining competent personnel is our biggest single headache. It will continue to be if clubs do not meet the competition of the local labor market.

Sure, a superintendent can do an amazing amount of work with school boys and temporary help who will work for lower rates, but they are available only a few months out of the year.

The use of expensive machinery and the application of fertilizers and chemicals require men who are definitely interested in golf course work and are properly compensated for it. These trained men must be employed year-around because there is work to be done in off-season

weather that is as essential to a good golf course as is the work done when the season is in full swing.

What I've said here is nothing new to superintendents, but maybe if enough of us talk loud enough, long enough, and often enough, club officials will realize we have a point and set up budgets to correct the problem.

### Ike Gives Golf Ball Prize for Blood Bank Tourney

WHEN Paul Pehler left North Hills CC (Milwaukee dist.) as George Calderwood's asst. to take over a pro job of his own at Westfield GC, Winona, Minn., he took along with him the Blood Bank tournament idea that the North Hills members and Calderwood and his staff put over in a big way last year.

Westfield needed golf interest development and a lot of it so Paul put forth the Blood Bank tournament idea. The members and other Winona citizens jumped at it.

More than 200 pints of blood have been

# Tufhorse GOLF BAGS

And Accessories In  
Matching Plaid Saran

4 PROFITS  
ON 1 SALE



LP627—Large Keystone or Pear-Shape. Umbrella straps, natural Tuftan Steerhide top cuff. Special wedge and putter divider straps.



WP874—Head covers — white welt and numerals. Extra long length.



WP957 — Handsome, practical ball bag. 8-dozen ball capacity.

WP267—Sturdy 18-inch carry-all bag. Extra side zipper for easy access. White welting.



Cash in on the big demand for these eye-catching, sales-catching plaid bags with matching accessories. Choice of red, blue or green plaid bag and accessories.

Distributed exclusively by

**MacGregor**  
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

Made  
By

**DES MOINES  
GLOVE & MFG. CO.**

Des Moines  
Iowa

contributed and pledged as entry fees, with more than 100 pints coming from people who never had given blood before. The event was so successful that the Red Cross has asked Paul to have another Blood Bank tournament in the fall to help meet its quota of 750 pints.

The golf tie-up made Winona outstanding for its work in securing blood bank contributions and has been the most publicized sports-civic event in the city's history.

Merchants contributed generously to the prize list although the club made it plain that it did not solicit prizes.

Only one prize was solicited and that was given despite the fact that the donor receives more than 200 requests daily for autographed pictures, endorsements and mementoes and has to limit his favorable responses very carefully. But in this case he went along.

The donating golfer's name is Dwight D. Eisenhower. He wired Westfield club member Carrol Syverson (who also is Winona County Republican chairman):

"My greetings to all those golfers entered in the blood tournament. In donating a pint of blood as your entry fee you are cooperating with the Red Cross in a most vital program. I wish you a pleasant day and I am most happy to send to the tournament winner one of my personal golf balls."

The president sent a Titleist and the winner of the handicap event, George Cameron, has it encased as one of his great treasures.

All golfers in the area were eligible to participate. Handicapping was the Calloway system. Competition was at 18 holes. Those who pledged to give another pint in the fall were eligible to play another 18 in trying to better their first round scores.

In advance publicity on the Blood Bank tournament Pehler said:

"I'm going to make the holes bigger for the tournament — put them in the best and easiest places on the green, cover all the sand traps with canvas, put the tee markers up front, and if anybody has trouble with his or her game, I'll gladly give free advice which they can take or leave."

**Need Supplies?**

Use GOLFDOM'S BUYERS' SERVICE

Turn to Page 77