

Tommy Bryant, Pro at the new National Cash Register Golf Course shown with his fleet of 100 Bag Boy rentals.

100 BAG BOY RENTALS

will greet National Cash Register golfers

Around the first of June the *National Cash Register Co. golf course* opens in Dayton, Ohio. Pro *Tommy Bryant* boasts, "In selecting our rentals Bag Boy led the field. We are sold on Bag Boy's famous features: knee-action, large wheels, quality materials and design. Our initial order of 100 Bag Boys is waiting for opening day."

why don't you
start a Bag Boy
rental fleet?

Get 10 to 12 Bag Boy rentals now. Leave the price the same on your present rentals and raise it on your Bag Boys. This way you'll gradually upgrade your rental fleet, as well as the price; and as a result increase your income. Order your Bag Boy rentals today.

Bag Boy®

JARMAN-WILLIAMSON COMPANY

601 N. E. 28th Ave., Portland, Oregon, or
431 West Pershing Road, Chicago, Illinois

WORLD'S FAVORITE
GOLF CART

Hogan and Jones Movies Draw Large Crowds to Range

HISTORIC achievements in golf, such as Hogan's U. S., British and Masters' triumphs last year, induce a lot of talk and writing, but the cold commercial truth is that they don't mean much unless vigorously and quickly capitalized by smart sales promotion.

The best job of tying-in with the discussions stirred by Hogan's victory at Carnoustie was that done at the Chukker Golf Practice Fairway, at the San Mateo (Calif.) polo field. Bob Chipps, owner of the Chukker practice fairway, conceived the idea that got golfers in the San Francisco district into hot debates but what's more, got capacity business for the range and brought to the establishment many men and women who have become steady new customers.

Mr. Chipps, and his team-mates Bill Nitschke, Romie Espinosa (pro), and Vee Smith (mgr.), put on a show that other ranges and clubs might well copy.

Let Bob Chipps tell about it:

"In an effort to be of service to the golfers of San Mateo and the bay area, we obtained from the PGA the Warner Brothers film 'How to Break 90' by Bobby Jones. We also obtained the films 'Golf Masters' and 'Ben Hogan' from RKO Pictures.

"We mailed out some 5000 invitations from our mailing list to area golfers. Starting August 3rd we showed these fine films at our range, each evening through August 9th. We had in mind that this means of 'visual education' on golfing by the masters would be of great value to the golfer.

"There has been much discussion as to who is the better golfer, Hogan or Jones. We therefore invited those viewing these films to express their views. During the week 1125 persons cast their ballot; 61 percent voted for Ben Hogan. Twenty-six percent of the voters were women golfers and they voted, percentage-wise, the same as the men.

Why Hogan Was First Choice

"As a matter of general information, we interviewed a number of the guests concerning their reasons for voting for Hogan. The concensus was 'Hogan has

Free TOURNAMENT PLAY
GOLF MOVIES

BEN HOGAN
Or
BOBBY JONES
WHO DO YOU LIKE?

CHUKKER GOLF FAIRWAYS
San Mateo Polo Field

OPEN Daily
9 AM to 10 PM
Phone: Firestone
5-9995

AUGUST 3 thru AUGUST 9
- 8:30 NIGHTLY -

Poster used by golf range owner Bob Chipps that brought out "standing room only" crowds.

much more competition today than perhaps Jones had in the 20's and 30's; many fine amateur golfers are lured into the professional ranks today by the large purses being offered in tournaments. This was not necessarily so in Jones' day.

"Round after round of applause came from the audience as either Hogan or Jones executed a difficult or masterful golf shot. The interest of the audience was genuine and the many fine compliments we received for being the first in this area to bring good golfing films to the golfers, at no cost to them, was well worth the effort, time and expense. It was a very profitable business-building investment for us.

"'Standing room only' was the order of the evening, as many golfing enthusiasts bravely drove out of the fog in San Francisco and came down to enjoy the films and fine weather of the peninsula.

"Keen interest was aroused by many editorials in the San Francisco and peninsula daily newspapers. The beautiful golf swing of Bobby Jones, while highly appreciated, did not seem to have the appeal of

the more compact 1953 style of Ben Hogan's swing. The voting indicated as much.

"A telegram was dispatched to Ben Hogan congratulating him on being the 'people's choice' or the 'golfers' choice,' and giving him lifetime privilege of the use of our range. From the hours and hours Ben spends on the practice tee, we will be very busy and perhaps run out of practice balls should he ever take advantage of his newly acquired membership at our range.

"Bill Nitschke, my associate, handled the week-long affair and outlined the great records of Hogan and Jones each evening prior to showing the movies. We are accepting many appointments daily for camera studies of the golfers' swings. We have the finest camera equipment for high-speed stills, ultra-slow motion movie camera pictures and also the latest type Polaroid

camera. Pictures can be delivered in one minute by the use of the latter camera. Our camera work is by a professional photographer.

"Romie Espinosa, of the famous Espinosa family of golf professionals, and one of the professionals at our range, gave a demonstration following the showing of the movies. It was interesting to observe that many of the guests took to the practice tee to try to emulate the technique of either Hogan, Jones or the Espinosa punch shot.

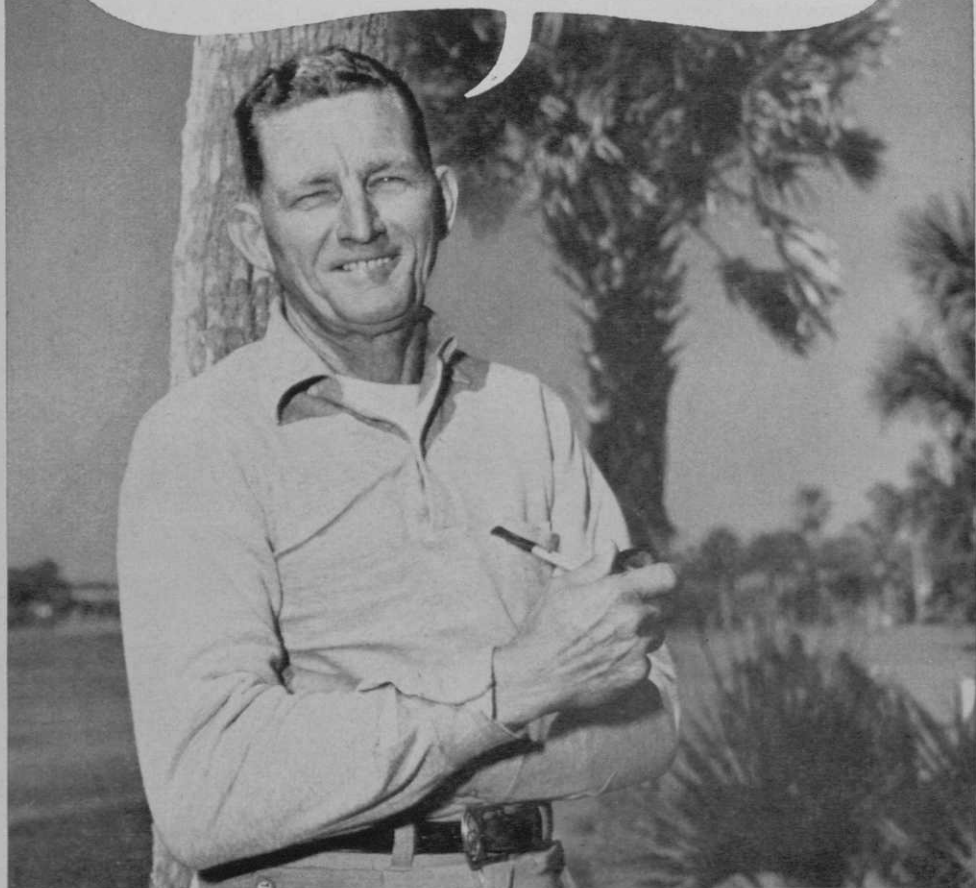
"We plan to have a series of 'golf matinees' in the near future for the lady golfers. We will show movies of many of the outstanding professional lady golfers. The movies will be open to the public, at no cost to them. We will arrange for a special showing of the movies for any golf club or organization in the bay area desiring to see them."



HOMERWORK MAKES THE CLUB

Wm. (Sonny) Ryan, pro at Sheldon (1a.) G&CC is selling club pres. Ray Coomes first set of clubs out of the new shop Ryan, "Ane" Vanderwiell and other members built. It's a fine little shop and shows that homework can substitute for a lot of money. The club was started with grass greens in 1920. In 1953 the clubhouse was gutted by fire and in 1953 cloudbursts and floods covered the course with water, silt and debris. In both cases work parties of the members turned out and did grand jobs of cleaning up and rebuilding. One member, Jim Vanderplaeg and his son Phil worked every day on the course until it was ack in playing condition. Ryan went to the club as pro-supt. after the club had been without a pro for 3 years. He's rebuilding greens and tees with members' help. Cliff Jary, a founding member of the club is still helping. Ryan says he's never seen a bunch that gets more fun out of combining golf play and work.

With northeasters blowing salt spray onto my greens, I truly have to live by **Tersan**[®]



says **Scott (Scotty) Tuppen**
Superintendent, Ponte Vedra Club, Ponte Vedra, Florida

"The problem at Ponte Vedra is that part of the course is directly exposed to the ocean and its attendant salt-water hazards. This makes Ponte Vedra one of the worst locations for fungus growths.

"But 'Tersan' has not let us down once. It prevents fungus from even getting a start, and my experience with Du Pont Products extends over a period of twenty years."



"I live by 'Tersan' Turf Fungicide. I'm particular, I'm a perfectionist, I like to baby my course. I've built two—one at Tucson, Arizona, and the Municipal Course at Ft. Lauderdale—before coming to Ponte Vedra two years ago.

"Labor time is a negligible factor in using 'Tersan.' We apply the fungicide to all greens once each week the year round. We must fertilize, so we just add 'Tersan' to the liquid fertilizer."

What's your experience with "Tersan" Turf Fungicide? If you haven't used it, you've never seen what it does to large brown patch. Don't miss this experience; get the handy 3-lb. package of "Tersan."

If you prefer to use a combination of "Tersan" and a mercurial fungicide, add Special "Semesan" to your sprays. And, Du Pont Soluble Plant Food can also be added to feed grass at the same time. It's packed in 50-lb. bags especially for golf courses.



On all chemicals always follow directions for application. Where warning or caution statements on use of the product are given, read them carefully.



REG. U. S. PAT. OFF.

Order **Tersan** *Turf Fungicide*
from your golf supply dealer.

Better Things for Better Living . . . through Chemistry

What the Pro Should Know and Do About Fire

By **HAROLD B. HARRISON**

Professional, Centre Hills Country Club, State College, Pa.

FIRE PROTECTION:

1—Hang one or more fire extinguishers on the **OUTSIDE** of the pro shop. (Check these at regular intervals to be sure they are in working order.)

2—Hang a hose (long enough to reach all sides of the pro shop building) in a spot close to the nearest water spigot or fire plug. **KEEP** it for the **SPECIFIC PURPOSE OF FIRE. DON'T BORROW IT** for other uses or it may not be there when you need it.

3—**MEMORIZE** the telephone number of your Fire Department **NOW!** (You'll waste time if you have to fumble in a book when you need it.)

INVENTORIES:

INVENTORIES ARE MOST IMPORTANT TO DETERMINE ADEQUATE INSURANCE REQUIREMENTS AND TO PRESENT PROOF OF LOSS IN CASE OF FIRE!

Keep **TWO** copies of all inventories . . . copy #1 for handy reference in the Pro Shop

copy #2 in a Safe Deposit box or other **SAFE** place!

1—**MACHINERY AND EQUIPMENT INVENTORY:** Keep a running, up-to-date list of every piece of machinery and equipment used in your business. List under headings: (Name of item — date purchased — purchased from — cost.)

Each time you purchase another item in this category, add it to your list. This includes such things as power-operated machinery, show cases, display racks, file cabinets, cash register, typewriter, desk, etc.

2—**TOOLS INVENTORY:** Keep a running, up-to-date list of every tool. Each time you purchase another, add it to your list under headings: Name of item — date purchased — purchased from — cost. This category includes all your bench tools, files, chisels etc.

3—**SUPPLIES INVENTORY:** Take an accurate inventory at the beginning of

your busy season: listing Name of item — cost.

The ideal method of course is to take a monthly inventory but for most pros lack of time makes this impractical.

DO however, add any sizeable supply purchases to your list. "Supplies" should include just about everything you use in the operation of your business, which cannot be classed as machinery, equipment or tools — such as: spikes, whipping twine, grips, glue, varnish, screws, stationery, etc.

From this basic Inventory of Supplies at the beginning of the season, a reasonably accurate estimate can be made at most any time to determine present inventory. Another accurate inventory should be taken at the end of the busy season.

4—INVENTORY OF MERCHANDISE IN STOCK FOR RESALE:

a—Keep a running inventory of all clubs you take in trade, with price you allowed. Each time an item is sold, cross it off the list. This will keep your "used clubs" inventory up-to-date with little effort.

b—New Merchandise—At the beginning of your busy season, take an **ACCURATE** inventory, under headings: Name of item, register number, model and all full identifying information, make etc. — and cost price. If possible, take a monthly inventory during your busy season. If this is impractical, take an accurate inventory as often as possible and take a monthly **ESTIMATED** inventory.

Your inventory should **ALWAYS** reflect any large variation. Take an accurate inventory at the end of your busy season.

5—INVENTORY OF PERSONAL EFFECTS:

The PGA All Risks Insurance covers the Pro's personal effects **EXCEPT** jewelry and household goods. Keep a list of your clothing with approximate value of each item. Small items may be generalized, such as — 2 dozen shirts @ \$3.50 etc.

Include with this list, your own personal golf equipment.

If you carry a fire insurance policy cov-

ering your furniture, fixtures and personal effects in your home, it is probable that 10% of the amount of this policy may be applied to loss of your own personal golf equipment, in the event of a fire in your shop. Check with your agent about this.

BUT, if you have double coverage on this, each company will pay for only HALF the loss.

INSURANCE

1—To determine the amount of insurance for adequate coverage, simply total your inventories:

- a Machinery and equipment
- b Tools
- c Supplies

d Merchandise for re-sale
e Personal effects.

2—TO KEEP YOUR PREMIUM AT A MINIMUM, for adequate coverage, take advantage of the fluctuating scale as offered by the PGA All Risks Insurance. Here's how it works: First you estimate your insurance requirements for the entire year, dividing the amounts as you feel your inventory value will vary: for example—


Months of November, December,	
January, February	\$2,000.00
Months of March, April,	
May, October	4,000.00
Months of June, July,	
August, September	10,000.00



ROSS HAS CLUBBY SHOP AT EVERGLADES

The shop of Jack Ross at the swanky Everglades Club at Palm Beach, Fla., has a comfortable clubby look with no sign of pressure selling but it does a lot of business. Jack doesn't put too much merchandise on display. He has a stock room adjoining his shop and when a shopper is interested Jack goes into the reserve and brings out the exact fit in a club. He changes stock around in his shop frequently so there's always something in a new place. His bags may look like they're displayed rather haphazardly, but they're not. Jack has a plastic cover over each bag and by keeping them out handy, he has his members probably with a higher percentage of new bags than you'll generally find at a club. Most of the merchandise Ross sells has the Everglades emblem on it. That gives Jack's expertly selected merchandise an additional element of exclusiveness, selling strength and value. That round center display with 4 shelves sells plenty. Jack bought his display cases from a stationery store in West Palm Beach that was going out of business.

This Spalding ad will be read by your members



Spalding's expanded '54 advertising campaign includes powerful ads like this in the SATURDAY EVENING POST, TIME, NEWSWEEK, HOLIDAY, ESQUIRE, GOLF WORLD and GOLFING. Read the ad yourself and you'll see why more and more of your members are asking to see Spalding Synchro-Dyned Top-Flite woods and irons. Push them for greater profits.

The proof is on the scorecards of thousands of golfers



THESE CLUBS WILL SAVE YOU STROKES

It adds up as easily as a column of pars. These remarkable new Spalding clubs will improve your game — whether you're a 100-shooter or scratch player.

What they bring to your game is a new, easier, more positive control of all your shots.

By a new principle of weight distribution (exclusive with Spalding) every wood, every iron in a Synchro-Dyned set has identical contact feel. Your timing improves almost immediately. With each club responding uniformly to your swing, you naturally swing freer. You get more distance with accuracy, lower scores.

Thousands of golfers are proving this every day. Ask any player who owns a set. Have your professional fit you now.



TOP-FLITE

REGISTERED WOODS AND IRONS
FOR MEN AND WOMEN

New True Temper Rocket shafts. New All-Play or leather spiral wrap-around grips. Plus exclusive SPALDING SYNCHRO-DYNE club construction. Sold through golf professionals only.

SPALDING

Synchro-Dyned[®]
GOLF CLUBS

(or any other breakdown that may fit your particular case.)

The Insurance company will pro-rate your premium and advise you of the amount due.

As your season gets under way, you may find that you should increase your coverage during certain months. Simply notify the insurance office of the desired increase and they will bill you for the additional premium. If, on the other hand, you find that you estimated too high, notify the insurance office (in advance of course) to decrease your coverage during a certain period. Your account will be credited with the over-paid premium.

However, in order for you to determine what amount you require for adequate protection, **YOU MUST KEEP YOUR INVENTORIES REASONABLY UP-TO-DATE AND ACCURATE. THIS IS IMPORTANT.**

You should at all times be aware of any sizeable changes in inventories. Check your insurance coverage monthly with amounts of your inventories.

3—DO YOU HAVE MEMBERS' CLUBS INSURED IN YOUR RACK SERVICE?

If you receive a good price for this service, you can afford to carry the insurance. If your fee is not adequate, such insurance coverage is not practical. In this case a small notice should be displayed in your shop stating that members' club are not covered by your insurance. This relieves you of any possible moral obligation in case of fire.

DID YOU KNOW THAT in most cases 10% of a person's insurance coverage on furniture, fixtures and personal possessions in the home may be applied to such things as golf clubs stored in the pro shop? I found that all except 3 of my members were insured in this way and collected for their fire loss. I made restitution to the other 3.

IN CASE OF FIRE DO THIS:

1—Notify your Insurance Office by telephone or wire.

2—Wait for the adjustor before touching anything, unless given permission by the Insurance Company to do otherwise.

In case of partial loss, it is wise to protect your property against souvenir hunters, et al.

3—Prepare an **ITEMIZED INVENTORY** of all items lost in the fire. Your adjustor will want this.

Depreciation will be deducted by the

Insurance Company on items of Equipment, Machinery etc.

4—SET UP TEMPORARY PRO SHOP AS QUICKLY AS POSSIBLE!

Your members will want to replace their clubs quickly, particularly if fire occurred during the golfing season. They will want a **GOOD SELECTION** from which to choose. If you can't provide this and **QUICK, someone else will!**

a.—Sit down and check your Manufacturer's Accounts in your ledger, one by one. List the items you will need from each manufacturer. Do it **PROMPTLY**, even if you have to sit up all night to get it done.

b.—Telephone or "Air-mail Special" your Orders. **TELL THE MANUFACTURERS ABOUT YOUR FIRE! IF . . . YOUR CREDIT IS GOOD . . .** your orders will no doubt receive special priority attention. You'll find that the manufacturers will treat your emergency with the same consideration you have given the manufacturers in the past! So it is all important to **KEEP YOUR CREDIT GOOD . . .** you may have to **bank** on it some day!

My insurance settlement check for loss by my pro shop fire, did not arrive from PGA All Risks, for more than two months after date of fire!

5—Send an **IMMEDIATE** mimeographed letter out to each club member, stating your regret about the fire and advising that you have set up temporary **PRO SHOP** at and will have a **LARGE AND COMPLETE SELECTION OF STOCK PROMPTLY.**

Also inform your members that they contact you to evaluate their equipment lost in the fire, for presentation of insurance claims. Members must itemize each article and state year of purchase. Depreciation is deducted.

Also suggest in this letter that members **TELEPHONE YOU FOR APPOINTMENT** before coming out so they may have the best possible **PERSONALIZED PROFESSIONAL SERVICE.**

Be available for day or evening appointments until the situation is eased.

Don't hesitate to send telegrams on special rush orders. Your members will appreciate this special attention.

Even with Insurance Fire Is Costly

Although you may have full and adequate insurance coverage, fire is still costly!

It causes countless headaches and inconvenience, both to pro and to members.

Although you may sell a few extra sets