



find his golf ball under!

The new



**SPALDING
DOT**

NOTE: DOTS and TOP-FLITES sold through professionals only.

primary cause of injury. They attacked the grass when it was in a weakened condition. These diseases invariably followed bad cases of iron chlorosis.

Need Wider Aprons

The collars and aprons continue to be a problem, partly due to fast operation of power greens mowers and improper turning by the operator. Several clubs are testing Merion blue grass. Most of them sod from a nursery of this grass. Aprons of this grass improve the appearance for play because of the deep blue color. Merion does not do too well when watered heavily, so the grass should not be condemned if it does not persist on aprons.

No matter what kind of grass is used, wide aprons for turning are badly needed.

Merion is being tried on tees at a number of clubs. It is too early yet to pass judgment upon this otherwise fine grass for that purpose. In one or two instances the Merion is giving way to poa annua. Overwatering is blamed by some, but that has not been the case in every instance. Several test plantings of supposed Merion showed a high percentage of common Kentucky blue grass or off-type Merion.

Mention of the Hall U-3 Bermuda grass fairways in the Philadelphia to Kansas City area has been made. Farther north, bent continues to be a good grass on unwatered courses even though it may have disadvantages from several standpoints.

Poa Annua Trouble on Approaches

The invasion of poa annua on the approaches of many greens has caused concern. When it "melts-out" in hot weather, these important areas become bad for play. Detroit Golf Club seems to be on the way to the solution of this problem by planting four in. plugs of better bent patches in the nearby fairway area. They are spreading and doing better than seed.

Clover control on fairways with 2,4,5-T has been excellent. However, there was one instance at least of serious injury to the grass in the Chicago area, even at the light rate of one-half lb. actual 2,4,5-T to the acre. The application was made in July. The weather was hot. May or June would seem like safer times to apply this material for clover control.

Club Managers Plan Meet at Philadelphia, Feb. 9-12

CLUB MANAGERS' ASSN. of America officials are preparing the program for the association's 28th annual convention. This meeting will be held Feb. 9

thru 12 at the Bellevue-Straford hotel, Philadelphia.

Regional chapters are being queried about topics of most urgent concern in club operation as well as the over-all problems. From the replies the program will be set and specialists assigned to topics.

The round table on golf club operating problems again will be a most practical, profitable CMAA convention feature.

PGA Program Set for Annual Meeting at St. Paul

HARRY L. MOFFITT, sec., PGA of America, has released schedule of the association's annual national meeting to be held at Hotel Lowry, St. Paul, starting Nov. 29.

A radical change has been made this year in that the Educational and Teaching sessions will be held on Monday and Tuesday, Nov. 29-30, with the president's annual dinner on Tuesday evening.

The business sessions of the delegates will open on Wednesday morning, Dec. 1, and extend through Friday, Dec. 3, starting with the informal meeting of delegates on Wednesday morning.

The annual meetings of the members and directors of National Golf Fund, Inc. will take place Dec. 1.

The meeting will be preceded by the following meetings: On Saturday, Nov. 27 — (1) Executive committee, (2) National Advisory committee and (3) these two committees jointly; On Sunday, Nov. 28 — (1) Tournament committee, (2) Tournament, Executive and Advisory committees jointly, (3) these three committees and a committee representing the Sponsors' Assn., (4) Executive, Advisory, Manufacturers' Factory Relations and PGA Manufacturers' Relations committees, and (5) National Caddie Assn.

There will also be a cocktail hour on Sunday afternoon at which PGA committees and delegates will entertain those others mentioned above and other manufacturer's representatives who are present.

Members of the National Advisory and Executive committees should plan on being in St. Paul, Friday evening, Nov. 26, Tournament committee members on Saturday evening, Nov. 27, and delegates on Sunday afternoon or evening, in order to be present in time for the respective meetings which will require their attendance.

happy
news

for the holiday
selling season

**1955
POWER-BILTS**
Ready for
Christmas delivery

if orders are placed
by November 1st

These special
POWER-BILTS make
ideal individual gift clubs



- ★ *Pitching Wedge*
- ★ *Sand Wedge*
- ★ *Special Putters*
- ★ *Super Cleek*
- ★ *Chipper*

Power-Bilt
GOLF CLUBS
made to feel right

HILLERICH & BRADSBY CO.
Louisville, Ky.

—and don't forget the
JR. POWER-BILT Sets
for the youngsters



Play Increase Greater Than Sales Rise, Pros Say

ESTIMATES from well informed pros in 20 of the 30 PGA sections indicate that play in the U. S. for this year will be about 10 per cent ahead of 1953 and shop sales volume up about 6 per cent.

Checks on the estimates will be available later this year when the National Golf Foundation nation-wide survey of play is completed, and in spring, 1955, when the club and ball manufacturers' associations release their figures on 1954 sales.

Business for the year has been spotty, with the Pacific Coast pros probably doing better than those in any other section although a generally satisfactory increase has been registered in the New York metropolitan and New England sections. In most central areas and in the south play and pro shop sales got bumped by long spells of unmercifully hot weather.

Weather rather than regional economic conditions is said by the pros to be the primary factor determining play and sales figures. It is apparent to some pros that in order to learn definitely just how weather is affecting their sales they'll have to keep weather data on their sales records as many course supts. do on their work logs in order to make closer comparisons of their selling efficiency from year to year.

Trade-ins Figure Large

Trade-in sales figure continue to grow in the pro business picture and are credited in several sections as accounting for the larger part of the increase in new club sales as well as getting many newer golfers and public and fee course players in the habit of buying at pro shops. The trade-ins also are a growing headache as often the customers are much tougher traders than the pros and some local markets for reconditioned clubs may not be too brisk.

Pros will have to have more coordinated sectional work to deal with the trade-in situation. There has been discussion by pros and by makers about plainly marking on each club the year of its manufacture. Many players don't realize how long they've had their clubs and not only expect too much for what they think is a comparatively new set but fail to realize

their physical changes have made the clubs ill-fitting to them. A major problem of the year marking of course would be dating and possibly depreciating the selling price of clubs carried over in stock from one year to the next.

Women's play increased this year with least improvement in the south and greatest rise reported in up-state New York. Reports point to slightly more than 20 per cent of all golf play being that of women. Upstate New York also shows the best picture in women's play from the pro shop sales viewpoint. It's the only reporting section of the country in which pro shop sales to women were estimated at a higher percentage than that of increase in women's play. The husbands must be good providers in that area.

Most of the Pacific slope pro shops and those in Oklahoma and the Detroit and Chicago district are doing fairly well in women's club sales but they're not selling women's clubs in the same ratio that their men golfers buy clubs.

There's a definite improvement in women getting away from the beat-up clubs they've used for too long, but still a lot of work to be done for the ladies.

Junior golf in every reporting section is in a condition of healthy, accelerating growth.

Apparel, Shoe Sales Big

Apparel and shoe sales in pro shops will range from 5 per cent to 45 per cent of estimated total pro volume, according to pro authorities who expressed their observations and opinions.

Apparel and shoe business has been a life-saver in sections where playing equipment sales have been holding their own. An interesting aspect of these reports is that in metropolitan district pro shops where smart local store competition is keen, the shoe and soft goods volume runs from 20 to 35 per cent of the shops' total sales, which indicates pretty good merchandising by the pros in taking advantage of their strategic position.

Pros in some sections are hit by cut-price competition from stores, discount houses, military posts and purchasing department "sales" by corporations that insist on getting straight retail prices and

protecting their own dealers and price structure.

Judgments vary on how to handle these situations. A few pros opine that the answer may be sectional pro co-operative newspaper, radio and television advertising on an aggressive price competitive basis. They hesitate to go all out on such policy however as they fear this may weaken the pro "top quality" reputation and bear down the entire price structure which has been built on the foundation of pros demanding the best for their trade. These fellows point out that manufacturers of quality golf goods share with the pros a tremendous stake in providing highest quality goods for golfers at reasonable profit.

With golf goods demand no longer principally limited to a quality market, the problems of merchandising balance between private, semi-private and public course pro shop outlets and other retailers will have to be solved by mutual consideration of pros and leading manufacturers, several pros declared. Their attitude is that other retail outlets for golf goods don't much care about what happens to foremost golf goods makers but the leading manufacturers and the pros have to swim or sink together.

Another delicate financial problem is serious at some private clubs, so says one of the most successful veteran pro businessmen. He says the difficulty of developing and holding a group of good caddies when kids stand around while members who could afford caddy fees drag carts, is calling for action by club officials.

Assistant Problem A Headache

In every district the assistant problem is pressing. Seasonal nature of the work, long hours, Saturday, Sunday and holiday work, and shop duties being ahead of practice and play come as shock to the young golfer who thinks it's a lot of fun at big money to be in pro golf.

Some professionals say they've had good results getting older men, either pros or amateur golfers, in their shops. Others believe the right answer is to start training boys.

What all the pros reporting agreed was that much more work had to be done by pros collectively and individually in recruiting and training desirable assistants, not only so the assistant would know what to do to serve the club's golfers properly, but would learn what he should know to eventually handle a job of his own with

credit to himself and professional golf and value to his employers.

Pro Operating Costs Jump

Increase in over-all operating costs of pro departments, according to all but one pro reporting estimates for the sections, have been alarming. In the past two years at private and public course pro departments where the players get first class service operating costs have increased from 25 to 45 per cent.

One professional who is considered by many of his colleagues as the soundest businessman in his district says "The pros who, in a straightforward manner, present their club boards and employees with a realistic picture of mounting operating costs and make an effort to enlist consideration as partners in licking the problem will succeed and survive."

Another says the pro department has to pay closer attention to minor expenditures which total big at the end of the year.

The possibility of better shop layouts to save salaries of assistants and other employees is suggested by several.

The majority of the pros who commented on rising pro department costs admit they don't know what to do to solve the serious problem.

Caddies "Field Day" Gets Boost from Sports Editor

FRANK McGRATH, sports editor, Fall River (Mass.) Herald News, gave about $\frac{3}{4}$ of a page in story and pictures covering the annual Caddies' Field Day at the Fall River CC.

Pro Marty Higgins says McGrath's story not only had the club's caddies and members talking and buying papers but the strong coverage and lively detail had every other kid of caddying age in town, and the parents of a lot of them talking.

Pres. McIlwane of the club paid the members' thanks to the kids at a dinner which concluded a day of golf, driving, approaching and putting contests, scholarship and other prize awards. Interesting detail of the Fall River caddies' education is a quiz program, with any kid who can't answer caddying and golf questions Higgins asks putting a nickle in the kitty and the jackpot going to the boy who has the right answer.

McGrath's experiment in giving caddies big time treatment in his paper paid off in interest, goodwill and circulation among youngsters of caddying age, and their parents.

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COLOKROM
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Created by **TONEY PENNA**
World's foremost club designer...
especially for **MacGregor**
and **YOU!**

Here's the new look in advanced club design and styling! Colokrom irons by MacGregor are as new as the turf on next Spring's greens . . . with strikingly different two-tone face, brilliant silver-like chrome plating, unique vertical scoring frame (approved by USGA), smooth lines that flow out

from the sole, and exclusive rolled top line.

Leading professionals say about Macgregor MT Colokroms: "The new bronze face offers better control and grip of the ball at impact, softer feel. The hitting area—larger than comparable irons—is set up by this two-tone plating. The bronze color frames the ball when you address it—assures straighter flight."

MacGregor Colokroms are golf-dom's greatest achievement in both eye-appeal and playability.



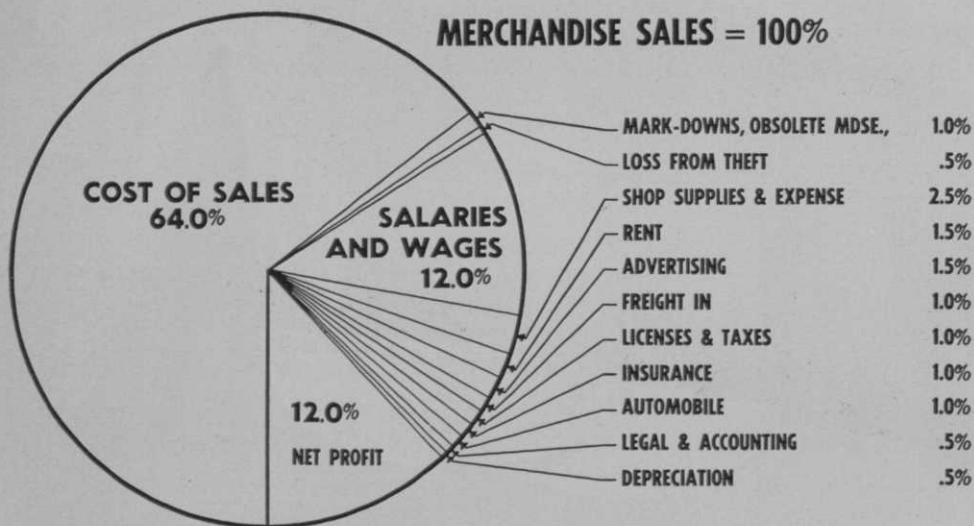
MacGregor
THE GREATEST NAME IN GOLF

CINCINNATI 32, OHIO

Sold only through golf professionals, Colokrom irons are available in MT, Tommy Armour and Louise Suggs Tourney models.

"Pie Chart" Gives Picture of Pro Operating Costs

MERCHANDISE SALES = 100%



HAVE YOU GOT a pie chart of your pro shop operating dollar?

If you haven't you'd better get one made from a very careful compilation of figures on what it has cost you to run the pro department for a year. You'll be surprised at what the chart shows graphically and you'll be reminded vividly to watch your costs and profits.

Have the man who makes up your income tax statement prepare a pie chart of style similar to that of the accompanying illustration. It may tell you the story that bare figures won't.

The accompany chart shows the divisions of income per dollar of the operations of a professional department at a public course which municipal officials, citizen golfers and other professionals consider one of the best run public course jobs in the U.S.

Sales volume is much larger than is normal at the larger private and public courses because this pro makes a strong point of selling as a service to players. He also has fine credit and is a good shopper so he picks up closeouts that have him identified as the fellow from whom the bargain-hunters, youngsters or beginners should buy. He doesn't fret about

"downtown store" competition. They worry about him.

He builds up volume with time buying. This increases his volume and it's a good thing for a city course as good new clubs mean more rounds played by the owners.

On established accounts—when he knows the buyer real well—he will carry the account himself. On unknown accounts he has an arrangement with a finance company. He gets data on the customer, calls the finance company and they check and call him back and tell him how much they will O.K. This takes only a few minutes. The customer picks up the check made out to the pro and makes his own arrangements to pay the finance company. The interest rate is low.

On other accounts the lay-away plan is applied, with the customer making periodical payments in advance.

One idea that has gone over very well with women golfers is selling \$50 worth of script for \$45 on \$1 script cards bought whenever the lady has a dollar or a few she won't miss.

Handles All Course Receipts

In this particular case the pro department handles all receipts at the course, saving the city the expense of cashiers and giving the municipality a close check on

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in the Walter Hagen Scrapbook!



Walter Hagen, one of golf's greatest all-time stylists, hits one long and true, in a tournament at Melbourne, Australia, in 1937.

Exclusive *design-formulas* have been the basis of *all* HAIG ULTRA Woods and Irons for many years. They derived from Walter Hagen's long experience in competitive tournament golf. A champion himself, he knew every club in detail and made many improvements. Today, there is no finer golf equipment, *anywhere*, than HAIG ULTRA. The great new 1955 HAGEN line is now being shown by our salesmen. Don't fail to see it.

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Ultra **GOLF EQUIPMENT**

Sold through Pro Shops Only



WALTER HAGEN, Division of Wilson Sporting Goods Co., Grand Rapids 2, Michigan

operations. It works out better for all concerned than having a higher rent which would be more than offset by other expense the city would have to pay without the pro being in close control and responsibility for overall operation satisfactory to the golfers.

The pie chart in this case doesn't tell the whole story. There isn't much bag storage income as the pro shop space is small, club rentals aren't much. Assistants work on a definite schedule in the shop and teach on their own time and get all their lesson fees. There is a fair amount of cart rental income. This fringe income is a substantial part of the difference between the pro making a fair profit and just about trading even. Overhead at the shop is about as much as total gross profit.

Another thing doesn't show on the pie chart is that if the pro charged a reasonably good salary for himself against net profit the net profit slice of the pie would be sharply cut. Like many other smaller retailers he figures his salary in with net profit and doesn't charge against his cost of doing business the interest his investment in pro shop stock might be earning if invested in sound securities.

Assistants' Specific Duties

In this particular case an important reason for profitable operation is the policy of having each assistant responsible for specific duties. One assistant does the buying and keeps books. This combination assures close check on inventory. Another is in charge of changing shop displays. Other assistants have their particular responsibilities and all of them are good salespeople.

How good the selling job is may be seen from the fact that merchandise sales to all players last year averaged 90.2 cents per player. The average for cart rental, club rental or range use was 19.9 cents. Over-all pro department income averaged \$1.10.1 per player.

This is higher than usual at municipal golf courses but the players are happy with the merchandise and service they get and the city officials are very much pleased by getting high commendation from voters and their youngsters for operation of a public utility that doesn't take a penny out of taxes.

Writers Work on Golf Box Score Idea

A GOLF box score summarizing players' performances along the same general line of the baseball box score, is among

the plans of the Golf Writers' Assn. Pres. Lincoln Werden, New York Times, at a meeting of the writers during the National Amateur, appointed Will Grimsley of the Associated Press, New York; Bill Fox of the Indianapolis News and Charles Bartlett of the Chicago Tribune, to work on a box score form.

Werden and committee members will appreciate suggestions from pros and amateurs.

Herb Graffis, GOLFDOM editor, who proposed the idea, reminded that the baseball box score was a development of many years. Most golf writers now have their individual systems for keeping detail of rounds. It is believed that from this material a system may be devised which will be easily understood and generally accepted to make golf reporting more informative.

Fertilizing Idea Produced Excellent Greens, Tees

BY CHARLES B. LUDECKER

Supt., Brookfield Country Club, Clarence, N. Y.

IT HAS BEEN my happy experience to have had greens and tees at the Brookfield CC in very good condition throughout the past several seasons. The present season has been exceptionally fruitful, based on comments and reports printed in our monthly paper.

This result was obtained because of someone's "Idea." I cannot pinpoint the source at the moment but I know the matter has been discussed in GOLFDOM—at G.C.S.A. conventions, at our New York State Turf Conference and by individual authorities.

We have also discussed the subject at length at our local meetings and those who have practiced the following idea, have good results.

The idea is to fertilize greens especially at regular rates Spring and Fall, but feed more often with smaller amount during the summer months with whatever materials is best for your conditions and at your required rates.

This, along with other practical turf grass management, has paid dividends at our club.

To many I suppose this idea is by no means new and some have used it for years. We have used it for the past five years.

To sum up, regardless of what anyone may do to improve one's course, if fertilizer is lacking or application mismanaged, results are very discouraging.