

T a l k i n g I t O v e r

Another Job Is Given to Managers

Each month GOLFDOM notices more of its letters are being signed "Manager and Assistant Secretary." This growing trend toward the "assistant secretary" title indicates a marked recognition of the managers' ability to handle some more of the important duties of the club in a most satisfactory manner.

This additional work in most of the cases is principally that of a liaison officer co-ordinating the work of the various committees, checking on the budget, and in his usual diplomatic manner seeing that the work of the various committees is progressing. There are cases without number when club events failed to draw the patronage they should simply because the house committee head was too busy with his own personal business duties to see that the announcements were mailed on time to the club members, that the newspaper publicity was handled right, or that any other of the many necessary arrangements were made. With the added prestige of "assistant secretary" the manager has some authority delegated to him for a check-up on the progress of club plans. Since he usually has to be the "goat" if anything goes wrong it is only fair that he be given a chance to keep in touch with all developments and be allotted some authority for taking the initiative.

Skimming on Greens Budget Is Not Thrift

Almost every golf club, in going back over its history, can bring to light dozens of cases where they pared here and there in reducing the greens budget and found in the end that their expected saving turned out to be an extravagance. "Bargains" in seed, in fertilizer and in equipment should be considered with suspicion. Check up on them or you'll have maintenance costs that will move you to tears.

When your green budget for next year is made pass along word to your successors to get the budget strong enough. No matter what figure you put in it will be slashed anyway, so make it so that the remainder permits the purchase of the best the market affords and enough labor to keep the course in condition.

If you have a greenkeeper who is worthy of his hire you need not fear that the generous budget will encourage him to run wild. The proudest boast of the able greenkeeper concerns how much he was able to keep under the budget and still leave nothing undone in providing his members with a course that would be a joy to them and their guests.

Many of those who are handling the arduous tasks of greens chairman and greenkeeper already are finding that they will have to leave undone some of the work on the course they expected to do, simply because the available funds have been inadequate. GOLFDOM has heard the wail of greenkeepers,

Between Ourselves

time without number, that their clubs will spend freely on entertainment and protest the cost of some urgently needed work on the course. Many members forget that there is one power on which the greens staff has to depend for results and if help is not forthcoming from that source, things are in a bad way. It is that eminent citizen, the weatherman.

This year, even with many old clubs, the weather has been so rainy that the need for rehabilitation or enlargement of drainage systems has come to light most unexpectedly. The burden of the expense falls on the greens department, so nothing can be done, usually, but get busy and hope to pay for the necessary drainage by passing up work somewhere else later in the season.

"Sheep and Goats" Being Separated in Pro Flock

From one of the well known, veteran professionals on the Pacific Coast, GOLFDOM gets a letter from which it quotes:

"At first I found it almost impossible to make a connection with any club out here willing to grant the full line of concessions because of the indiscretions of former professionals who had forfeited their rights with mismanagement and the lack of moral conduct. A stigma was attached to their successors, no matter what type of men they were, and this made it difficult for the more deserving to make a decent living. The man who is worthy of his hire should have the support of all the ruling bodies of the game. In turn these able and trustworthy pros should see that the undesirables are weeded out.

"The game has reached such proportions that it demands competent service which will result in liberal returns if handled in a business-like manner. A professional's duties are many and varied and it is by no means an easy task to fill such a berth without efficiency, tact, and good sound business judgment.

"There is every reason why a pro should have a business rating. It would provide protection to those worthy of their calling. Everything possible should be done to raise the business standards of professional golf and increase its profits, for the season is short and the returns none too lucrative. The professional's position is a highly responsible one and needs the support not only of the ruling bodies of the game but of the club with which the good professional is associated."

Here you have the case of the professional who is representative of the vast majority of his calling. It is on the shop profits that he must depend to make enough of an income to allow his family and him to walk with his head up among other men of character and ability.