

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

Golf Shows Good Sign of Business In the Game

This spring will see a number of golf "shows" and conventions to spur interest in business management of the various phases of golf club operation. The club managers and the greenkeepers will have conventions at Detroit this month. The New England Greenkeepers' organization and the Massachusetts Agricultural college will join in conducting a convention and exhibition. The annual International Golf Exposition will be held again at Chicago in March and a new event, the Philadelphia Golf Show will make its bow prior to the opening of the active season in the north.

All of these events deserve the studious attendance of their particular clientele; their sponsors are endeavoring to make the meetings of practical value. This organized attention being given to the business problems of golf is a promising indication that the days of the deep deficits of golf operations are numbered. So long as the golf field has a reasonable number of these meetings, and does not get too much of a good thing by being extravagantly over-conventioned, golf club officials and department heads and the manufacturers may be depended on to justify the lively efforts of the convention organizers.

Too Many Bosses Makes Manager's Job a Burden

Here's a manager's comment on the leading article in the January issue:

"One president has eight committees of seven members each, which are charged with THE DETAILS OF CLUB MANAGEMENT. Fifty-six nominal bosses for the poor manager to please. Some undertaking, to say the least!"

Food for thought there.

Amateur Expenses Rightfully a Club Item

It is our belief that one more item of expense is inevitable for golf clubs. We think it will be a welcome addition to the outgo. It is the matter of expenses for amateurs contesting in authorized tournaments, when the players require this help. So far as we can see, such an allowance will involve no conflict with strict and sanctified amateur principles and certainly will foster amateur competition on a truly democratic basis. It also will mean promotion of golf, due to the wider geographical distribution of big, representative fields in the major amateur tournaments.

There are a number of angles in this amateur matter, all of which are being given consideration by the U. S. G. A., with the expectation that golf in a nation as extensive as the United States will allow its amateur players the same aid and encouragement as is given to the amateurs in other fields of sport. It seems to us that the awarding of honorary memberships to deserving amateurs is the first step in the right direction.

Between Ourselves

Observe the Terms and Give All a Fair "Break"

One of the places where the golf business shows room for improvement is in the matter of closer observance of terms of sale. Manufacturers can cite many instances where clubs, although headed by able and conscientious business men, have shown no hesitancy in taking off a 2 per cent 10-day discount from bills paid anywhere from 30 to 90 days from the date of billing. They frequently get away with this, but it isn't right and the extermination of such practices will be a good thing for business management in golf.

The pros tell us one of their continuous worries is the delay of the clubs in paying them the shop accounts billed and collected through the club offices. This delay injures the credit of the pro with his suppliers and gets the innocent pro in wrong. The clubs are not aware what the outcome of this indifference is, and the pro generally is too backward about explaining his position.

A club administration tackling this important matter of handling its bills on a business basis is taking an important step toward a real business policy, one that will have a bright reflection in every detail of the club's operations.

Pro Shop Pennies Mean no Riches for Clubs

Every once in a while, GOLFDOM is asked about the experiences of clubs that are operating their own pro shops. Our inquirers are clubs that are confronted with the urgent necessity of adding to their revenue.

Considerable data reveals that the club's hope of making appreciable profit out of operation of its own pro shop selling frequently is a delusion. The figures we have seen show such operation generally results in a net loss for the club, even with a pro of first-class qualifications. Professional golf is no different than any other commercial enterprise; it requires financial incentive to draw forth the best efforts of the individual. Pro shop profits usually provide little enough of this incentive, but they do reduce the amount a club must pay for a good pro. Club officials may correctly infer from GOLFDOM'S articles on pro merchandising that the pro has plenty of work and worry in making a respectable profit from his shop. Could any sizeable profit be expected by a club with its shop selling being done under the supervision of a man who not only gets none of the profit of his selling efforts, but generally still has a whole lot to learn about selling?

If you have a good pro who shows some interest in merchandising, give the boy a hand in his work. It will pay the club far more in the long run than denying him this incentive to serve his club with thoroughness. The best business man your club can afford as a pro is the thriftiest investment you can make in professional service.