

Making Financial Statements Easy to Read

ANNUAL statements are always dry reading, and are frequently dismissed by the average member with a casual glance at the last line, where figures tell whether the club made a profit or swallowed a loss.

Refreshingly different in presentation is the 1928 operating statement published by Willowick C. C. (Cleveland district) in *Chip Shots*, the club's magazine. Incidentally, readers will observe that Willowick belongs to that all too scarce proportion of the nation's golf clubs that showed a healthy operating profit during 1928.

The statement reads:

1928	
You paid dues of.....	\$41,613.00
You paid green fees for guests of	8,287.00
A fine bunch of new members paid	36,735.08
For family privileges, you paid.	2,860.00
For lockers, you paid.....	1,950.00
You contributed to tournament prizes	1,330.00
Your smokes gave us a profit of	400.02
Total income	\$93,175.10
For maintenance of an 18-karat heartbreaker, we spent.....	\$24,726.54
The shady side of the road and its comforts cost.....	10,657.28
Satisfying your appetite cost...	6,684.65
Time and the elements cost in depreciation	7,020.00
Entertainment	1,167.55
The landlord took.....	5,460.00
Necessary repairs	4,810.02
Taxes (they're always with us)	4,200.00
Stationery and office expense....	1,364.69
Insurance	2,354.13
Fuel	1,299.84
Other items of less than \$1,000.00 each	4,755.45
	\$74,500.15
Leaving a net profit of.....	18,674.95
	\$93,175.10

Watch Women's Business in Big Climb

ONE of the brightest rays of hope in the golf merchandising situation, as it is seen by wide-awake pros, is the rapid

growth and great future of the women's golf market. At that, some of the boys are asleep on the job, notwithstanding their observation of the big increase in women's golf lessons during the last few years.

Here is a situation that the pro ought to command right from the start, and if he doesn't get busy on it this year his delay may permit other interests to get the "in" on women's golf purchases. The day when women would be content with their husbands' discarded and cut-down clubs has passed. The girls want the real stuff in golf goods. They are natural-born good buyers, and although the bargain hunting element is strong in their make-up, they always prefer to do business with the shop that has the "atmosphere."

At this point the pro can cut in strong. The pro's shop as a place of purchase means a lot in connection with women's golf goods buying, for it permits her to brag about her purchase being made from an expert, and under such circumstances as are not permitted to every Nellie, Jane and Mary, who must buy from department stores where the common people trade. If the pro who is married will analyze this somewhat snobbish, but nevertheless elemental, detail of women's buying, he will get the tip-off on the sales policy to adopt in successful selling of women's golf goods.

Get the husband interested in his wife's golf purchases. A woman alone, unless she has plenty of money of her own, will not go strong in buying golf goods. She hesitates to spend the sum required for the matched set of woods and irons that her heart desires, but if her husband is all for her ambition to be a better than average golfer, he'll give her the "go ahead" on the purchase.

The chances are that in 80 out of every 100 golf shops in the country women's golf clubs are not separately displayed, with some sign indicating that the goods are exclusively for women and represent the best to be had in the country. The women's stuff generally is thrown in alongside the men's clubs, and it is usually only by accident that the woman learns how much stock the pro is carrying for her service. The right sort of a display, with signs calling attention to it, will create a buying interest and stir up action that already is about at the buying point.