

MAILMAN IS OUR PAL

MANAGER WHO MANAGES SAYS O. K.

Herb Graffis, Editor,

GOLFDOM.

I wish to congratulate Jack Fulton, Jr., on his article in October issue GOLFDOM, "Clubhouses Weather Stormy Year by Letting Managers Manage." It was a truly splendid article.

Club management, like all other business, is successful if the right man is at the helm, and that man must have a groundwork in the right school. He must always be on the alert for members who want three dollars' worth of food for a dollar and a half. He must also know food costs, and by doing a restaurant business of, say, \$30,000.00, his food cost must not exceed 53 per cent over any one month, and labor 37 per cent, and general expenses 18 per cent. He must be a careful buyer, purchasing in small lots, and not be tricked by some fast-talking salesman.

A country club has only food and service to sell, and the heavy loss in operation often is due to poor or handicapped management. The day is gone when somebody's butler who has been with the family 20 years, and must be placed, is put over to manage the country club. I am happy to say that country clubs are becoming more commercial, and it takes a wide-awake executive to manage a country club successfully.

HARRY O'HAGAN,
Manager, Losantiville C. C.

SARGENT'S IDEA MAKES PRO MONEY

Herb Graffis, Editor,
GOLFDOM,

Just read George Sargent's article in October GOLFDOM; it hits the nail on the head.

Am more and more of the opinion that the big missing link in the pro business has been lack of salesmanship. When we started in our strong selling at my club I watched things very carefully, ready to call a halt if we should be off on the wrong foot. Much to my surprise, however, our players took to it as if we were giving them extra service, which in the long run it really is.

To give you an idea how it works: a few days ago my assistant was standing outside the locker room door. One of the members, who by the way is a high-powered stock and bond salesman, came out headed for the shop. He said, "Jack, I am

going over to get my clubs," and in a kidding way added, "and I am not going to buy a damn thing." Jack said, "Oh, you are not?" So over they go to the shop.

When Mr. Member went out he had bought a dozen balls and a raincoat. Jack learned that he was going away for a few days' golf, so immediately said, "Why, you will be using quite a few balls; get a dozen now and save a dollar; if you buy by the dozen they only cost eight dollars instead of nine." Mr. Member said, "The hell they do; why didn't you tell me that before?" Then another suggestion about rainy weather and a raincoat was sold. The customer felt he had been rendered a service.

"As for being afraid of scaring people from coming into the shop, we have twice as many coming in as formerly.

I am glad the necessity of the assistant being salesman was brought out by George so forcibly. About the first question any assistant applying to me for a job will be asked is "what do you know about salesmanship?"

(Prominent professional.)

HELP TO WORKING OFFICIALS

Herb, Graffis, Editor,
GOLFDOM,

Here goes my first unsolicited testimonial.

I have seldom missed a word in GOLFDOM. It has enabled me to impress our Board of Governors with the fact (?) that I know something about running golf clubs.

Last night I made use of much of the article in the October issue by J. W. Fulton, and I feel that you are deserving a hearty slap on the back for giving us hard-working officials such very valuable information. Mr. Fulton's article will probably lead many clubs out of the financial mire.

H. H. HIRSCHFELD,
V. P., Fenimore C. C.

EVERY AD IN LIVE SPOT

Joe Graffis, Adv. Mgr.,
GOLFDOM,
Chicago, Ill.

My Dear Sir:

I received the October issue of GOLFDOM and consider it so full of interesting and instructive reading that it makes no difference what place in the book an ad is put. The ad will be observed as much one place as another.

The task of assembling so much practical information must be a large one, and your whole staff deserves commendation.

Yours truly

ED RECORD,
Hickory Shafts, Nail, Ark.