

Make Figures Tell True Tale of Your Pro Business

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WOULD anyone believe it possible that any human being could go out and play 36, 54, or even 72 holes and be able to tell his score on every hole the following morning without the aid of any notations of referring to any score card? Off-hand it would appear to be a mental task that would stump anyone of the many mental child prodigies, or grown-up ones for that matter.

Yet I can name you 20, 50; yes even a hundred men who can do that. And I know of more than a handful of women who can perform the same task.

Have you ever seen a pro, except at a medal play tournament, carry a score card? Any pro can, without the slightest difficulty, call off his score for the last 18 holes he shot, even though it happened a few days ago—and even call the holes he picked up on because of—oh what difference does it make? You know why pros pick up.

Money Figures Frighten Them.

Yet ask this same pro how much money he has in the bank and the chances are better than 50 to one that he doesn't know and that goes even if he looked at his balance the previous day.

I'll grant you it doesn't sound consistent that anyone can remember the score for every hole, shot for shot, of 18 holes of golf and yet can't remember five or six numbers 24 hours but the facts are that the average pro cannot.

Why?

The average pro's answer will be "I don't know."

Of course it can be explained by those of

THIS is the first of a series **GOLFDOM** regards as the most valuable ever published for definite help to the majority of the professionals.

Pros usually regard the accounting phase of their business as a mystery of minor significance. Not one pro in ten has an accurate idea of what it costs him to do business.

In this series Dan Goss will put forth the principles, details and results of a simple and adequate method of pro accounting.

Follow these articles and your pro business will be on a better basis in 1931.

the caps and gowns but even after it has been brought down to concrete form and a pro is told why he can do one thing that savors of marvelous mental powers pertaining to figures and falls miserably in another, and easier job of figuring, little would be gained by the average pro. He would take whatever criticism would be heaped upon him whether it be in the form of ridicule or scorn and simply console himself with the thought "I never had a head for figures anyway." He never

for a moment thinks that calling and mentally describing from 68 to 76 shots over a period of three hours, an accomplishment that 90 per cent of his club members marvel at, is anything so remarkable. Yet he can't understand why he appears so out of place when confronted with a business problem requiring anything beyond a check book.

Figures are figures whether applied to golf shots, shoes, ships or sealing wax, yet when the average pro is called upon to use them in anything but a golf score he is not at home.

What's It All About?

I've seen some of the prettiest pro shops in America. I've seen some shops that give you the immediate impression that the owner is a business man of the highest type. Yet after a few minutes' conversation, after receiving the answers to a few questions, I have come away wondering if the owner really knew what it was all about from a business standpoint.

Let's take one incident. Walk into any large department store. Pick up any article lying on the showcase or counter.

Or a box containing some wearable. Somewhere on it you'll find the retail price. And if you'll look real close you'll find, somewhere on it, a series of marks resembling hieroglyphics as meaningless to you as if they were taken from an Egyptian tablet.

If you don't know you'll think some baby has been practicing the Arabian alphabet with a pencil. If you do know, the miniature Chinese laundry ticket is no mystery. It's the merchant's cost. And by cost it doesn't mean his invoice price. It means his real cost; invoice price plus the tax put on every business by that vicious goblin OLD MAN OVERHEAD.

Now walk into ANY pro's shop in the country and show me as much as 50 per cent of his total merchandise that is price tagged in plain figures—and try and find any indication that he knows his actual cost.

Now let's rest a minute.

If you think this is a tirade against the pro's business methods this won't interest you. You'll do better by going out and trying to get that slice out of your brassie shots or find out why you are pulling your short putts off line.

Why Pros' Loose Profits.

But if you believe it is possible that someone may know just a little, mind you not all, but just a little, about why the average pro doesn't realize anything like a reasonable return on his capital and the time he invests in his business or job postpone that game you have lined up for just a little while. Maybe here is some help on the subject.

If you have given what you have read any thought you have by this time thought of the names of several merchants whose places you have been in who did not show any price tags on their merchandise; much less their costs. O. K. I'll grant you there are many. But can you name ONE of the LEADING merchants in your city who does not price tag everything in his store?

Think hard now—can you?

Why do all the leading, successful merchants price tag every item? Most assuredly you can't believe that the large store owners spend thousands upon thousands of dollars, in time and labor, a year to price their merchandise because they think their employes can't remember the prices? Certainly they can—if they are in the departments.

But I'm getting ahead of myself. In

February GOLFDOM I'll show you that the reason that merchants put the retail price on every article and invariably their costs is not because their employes can't remember the prices or they won't be able to tell their profit on each article sold. The real reasons are about as far from what you imagine as an Eskimo is from an Eskimo pie.

A Background for Sales.

If you have trouble in believing that the reasons I will give you are responsible for the merchants marking their retail prices and costs on the articles they sell, you'll have trouble believing that Wellington was right when he said the battle of Waterloo was won on the playing fields of Eton, and that Bobby Jones can attribute his phenomenal golf to his getting mad at poor shots in the days when his caddie was Bobby Jones.

Green Section to Exhibit at U. S. G. A. Meet, January 10

THE Green Section will not hold its usual program at the annual winter meeting of the United States Golf association to be held at the Biltmore Hotel, New York, January 10. In previous years the Green Section has arranged a program of speakers and has had papers read on various subjects related to greenkeeping. However, in the last few years with the advent of the new experimental turf garden near Chicago and the numerous demonstration turf gardens located on golf courses throughout the country, the Green Section has increased the number of summer meetings with success.

Including the usual summer meeting at Arlington, seven meetings were held on the various gardens last summer. These meetings were attended by many more individuals than were ever in attendance at the winter meeting. The summer meetings have gained considerable popularity with the greenkeepers, chairmen of green committees and others interested in fine turf problems due largely to the fact that it is possible to discuss and demonstrate actually on the ground the various phases of the work.

The Green Section staff will however attend the annual meeting and will set up an exhibit of interest to those interested in turf maintenance. The exhibit will be in place at 9:30 a. m. and the staff will be on hand to discuss details of the exhibit and