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HOW ABOUT 1933

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THIS YEAR 1932 with its reduced budgets, its maintenance standards lowered, its failures in some instances, is finally over, and most of us breathe a sigh of relief, until we remember that 1933 has come along and there is very little real relief in sight. Most clubs with their reduced budgets for 1932 will have similar or even lower budgets to face in 1933. In very few cases, or so it seems to this observer, are clubs to be materially better.

The year 1933 is sure to tell the story if the spending of what money was available last year was done wisely. If things were left undone which should have been done, they will probably crop up during the next playing season. If, on the other hand, savings were so made that there was permanent improvement to the course, this fact too will be evident when the next season rolls around.

It was pointed out in many localities during 1932 that a season of reduced budgets should assist those in charge of course maintenance, in that they find out on how little efficient maintenance could be run. There is little doubt that the past year has "made" many greenkeepers, and also on the other hand, broken others. It is probably true that cooperation between green-chairmen and greenkeepers has never been better. Prices have been much lower upon most supplies, and thus greenkeepers have bought more economically.

Labor has taken cuts. All possible ways have been tried to keep down expenses while not reducing the standard of maintenance too greatly.

These matters have been discussed before, and it is not the purpose of this article to prolong this discussion. It is sufficient to note here that in all probability all methods used successfully to reduce costs in 1932 must be used in 1933. There are other factors which have not been discussed to any extent, and it is our purpose to discuss them here.

The late Walter H. Page, war-time ambassador to England, observed in his autobiography: "Artificial structures fall when a real wind blows." It seems safe to assume that a "real wind" has been blowing, is still blowing, threatening to collapse every structure which is not sound.

We may apply this thought first to golf clubs. Every club should estimate its income for the coming year conservatively, and plan its budget of expenses accordingly. A balanced budget should be the thought, as it is the necessary basic principle of cities, states, and the whole country. The "pay as you go" principle is the safe way to travel, to keep the structure sound.

There are in this country hundreds of dealers and manufacturers who deal in golf course supplies and equipment. Some

of them have been started and built as "artificial structures," and it seems probable that some of these will go under this coming year. It is our sincere hope that none of these dealers, becoming panic stricken, use unfair and cut throat methods to force down the stable and calm dealers, and hence increase the failures.

We of the golf course maintenance field have many, many friends in the dealer supply business. Hundreds of dealers have through hard years of effort and service, built up that priceless possession known as "Reputation." We have known many instances where such dealers have put aside all thought of profit to be of service. We know that these trying times are doubly trying to them. We, trying to repay these years of service, should do all in our power to help them keep stable, to keep them from falling by the wayside this coming year.

Loose Methods Add to Costs.

There are many methods which golf clubs use to do business which cost time and money to dealers, and hence cost us; for all costs of selling must be added to the cost of a product before the legitimate profit can be taken. The many calls which a salesman often must make before making a sale add to the cost of the equipment we buy. The number of these calls is often increased by the fact that the average green-chairman is a hard man to locate.

The fact that the fiscal year of clubs ends at such varying times also adds to the cost of selling, and hence costs us. Probably it would be difficult to change this, but the U. S. G. A. might investigate it.

We venture to say that there are hundreds of greenkeepers who are more capable of buying golf supplies than their chairmen, and yet can buy nothing without the chairman's O. K.

The matter of collection of bills is one which costs us all money, for the collection costs are added to the price before we buy. Many clubs think that 2%-10 days means that the discount may be taken months later. Clubs are notably lax in making payments, often waiting months after purchase before paying. In all probability, collection costs run as high as 1%, and this comes out of all of us. Many clubs will only be able to buy on a C. O. D. basis during 1933, caused by their failures in the past to pay their bills promptly. We suggest for our own good, as well as

for the dealers, that clubs buy only what they can pay for, and that they pay their bills promptly.

And now comes 1933—and what about it? We can readily see that Economy will still be our watchword. We ask that golf clubs use reasonable business ethics in their dealings with equipment and supply houses, because we believe that the costs to us of such equipment and supplies can be lowered when golf clubs awaken to their responsibility toward their fellow clubs; and because we believe that those dealers and manufacturers who have been our friends, who have built up on the stable foundation of service, satisfaction, and reputation, deserve our help in these trying times, even as they are trying to help us.

And thus endeth this little plea of a greenkeeper, who will probably be accused of being on the payroll of all the dealers in the country; but who simply believes that most golf supply and equipment dealers are friends as well as salesmen, and that a little more thought on the part of club officials along the lines of business ethics will not only promote a better feeling of cooperation between clubs and dealers, but will also reduce the costs of equipment and supplies to us.

Women's Western Announces 1933 Tourney Dates

TYING up with the Chicago Century of Progress fair, the Womens' Western G. A. has scheduled all of its major 1933 events in the immediate vicinity of that city, according to Mrs. Howard D. Raymond, president.

First of the events is an international team match with Canadian women golfers, to be staged on 3 successive days on 3 different courses in the Chicago district, beginning June 19. Closely following is the Womens' Western open, to be held June 26-30 over the well-known Number 4 course at Olympia Fields.

The Junior championship will be held in July at a club not yet selected. The annual championship is scheduled for August 7-12 at Oak Park, with the annual 72-hole 3-day Derby assigned to Sunset Ridge on August 16-18.

The Womens' National Championship also comes to Chicago in 1933, the scene being the course of the Exmoor G. C., Aug. 28-Sept. 2.