



Kid class lessons in 1934 again will be one of the pros' best advertising and business bets. Denny Shute instructed this group at Miami-Biltmore last winter.

## Busy Pros to Share Sure Increase of Income

By JACK FULTON, JR.

**A** MAN PROMINENT in the golf ball manufacturing business tells us the pros will benefit to the extent of \$100,000 this year as a result of the manufacturers eliminating the phonies on their jobbers list. In past years jobbers' discounts were rather freely extended with the result that some of those getting this discount split it up with retail buyers, and in other ways did not show justification for a jobber discount.

The guess was that there was big enough volume of retail business going through this trick outlet to bring the pros \$100,000 annually in profit when the "buy it wholesale" buyers are compelled to buy through legitimate merchandising channels.

Another estimate of \$1,305,000 coming into the pros' pockets this year as a result of the elimination of discount buying at retail, GOLFDOM believes to be conservative. This estimate is based on a \$5,000 average of pro shop gross sales at 18-hole

clubs during a year that is only fair, a \$1,750,000 annual volume at 9-hole courses with pros and a \$500,000 annual volume of business at 9-hole courses not having pros, but selling through a concessionaire. These figures, we believe, are very low even for a year like 1933, which was a lousy year if there ever was one, but which had about a \$13,050,000 volume of business through the pro shops.

Now you will be far understating the case if you say that 10 per cent of the business the pro ought to have has been going elsewhere because of the ease of getting trick discounts. That 10 per cent means that even if this season is no better than last (Allah forbid) the pros will have \$1,305,000 laid in their laps by the code. This looks like a lot of dough and some club officials reading it may say, "Let's take over our shop and make \$1,000,000 of the \$1,305,000." But when you consider that this figure is based on a \$5,000 average at the 18-hole clubs and a

pro is a wizard if he can net 10 per cent on his sales, you bump into the fact that the pro shop itself is no bonanza.

### Code Benefits Clubs

This brings us up to the point that the real beneficiary of the code is not going to be the pro any more than it is the club and the player. As long as humans are human you are going to get better service from a fellow who is making money than from a fellow who has to struggle continuously, using all his genius and strength, to keep from going deeper into the hole.

So, with the pros having a chance to make a piece of change this year, we look for pro shop service to take on more of a sparkle and become more dynamic as a member-service factor than it ever has been before.

The change comes at a critical time. Last season and this winter I have talked with a number of able veterans and some lively, ambitious youngsters who have complained that try as they might they couldn't make a living out of pro golf. Unless they could get enough of a salary guarantee from their clubs to assure feeding their families, these fellows confessed they would have to give up their efforts to serve their clubs, get other jobs, and let the clubs take a chance for youngsters who would take pro jobs because they wanted to play a lot of golf and be called pros.

I regard the new deal at Baltusrol this year as one of the most significant bright signs, outside of the code, in pro golf. Baltusrol has been operating its own pro shop for several years. This year it has hired Johnny Farrell and he gets the shop. Major Jones, general manager at Baltusrol, probably has been cussed and discussed by the pros as much as any manager in the golf fields because of his part in having a club of Baltusrol's prominence take over the shop, an action that was followed by other clubs that figure they never can go far wrong in following Baltusrol's example. Regardless of what pros might say, this man Jones is a club operator of brilliant ability and sound results, which is a matter of record to the club's officials and the foundation of his management authority.

### Good Man, at Good Money

Jones knows that to get a top-rated man in the pro field it is just as necessary to give him a chance to make important money as it is to offer a superior club

manager good money to command his services. Farrell replaced a good, but lesser known professional, because the directors and Jones came to the conclusion that outstanding, generally recognized and broad ability in the pro field fitted a club of Baltusrol's character.

Able performance as a shop operator as well as an instructor, player and one who quickly grasps all ideas for extending pro-department service to members and their families, balanced Farrell as the young man whose service was worth money to the club and all he could make for himself.

The case is an inspiration to some of the younger fellows who may not now recognize how thoroughness and balance of abilities are what the men who hire pros are anxious to get, and willing to pay for. Note the balancing of qualifications in the able older men who are fixtures at the leading clubs. When their star playing days pass they have acquired green-keeping knowledge that compensates. Their clubs know they are well worth the money they are being paid—and more.

### Pros Look Ahead

The professionals have been far more conscious of the value and necessity of first class pro service to a club than have club officials. Naturally, then, there has been more of a development in pro business qualifications than there has been in club carefulness in hiring pros or in giving their men encouragement in earning capacity. But it now begins to look like the club officials are beginning to smart up.

If this hunch is correct then it obviously is up to the pros to do everything possible to exhibit first class pro department operation. Fortunately the code has made it so the pros can get quick and profitable action for their work.

The pro now has to pay for his own playing equipment but certainly if he's on the job he ought to be able to make so much more money from his merchandising this year than during pre-code years, he can afford to pay for what he uses. He is much better off than the star amateurs who also used to be able to get deadhead almost everything they used in playing. The star amateur now has to pay the retail price and inasmuch as he plays much more golf than does the average pro this is going to mean a financial bump harder than the one the pro must suffer.

There should not be the store competition on balls that there has been in previous years. This year on some of the brands the stores get a 12 per cent edge over the pro, which is not enough for the stores with their heavy expense of doing business, to use in cutting retail prices to the point the pros will be injured. In previous years this excess margin of the stores over the pros has run as high as 40 per cent.

The golf ball manufacturers have agreed not to sell golf balls to retail buyers at less than the retail price and they are living up to this. E. C. Conlin, sec. of the Golf Ball Manufacturers' Assn., points out that this agreement which developed to a national proposition after being introduced by a Pacific Coast PGA section and manufacturers represented in that locality, means a small fortune added to pro income and protection to the manufacturers in efforts to maintain a substantial price structure.

The elimination of price-cutting was not easy to get but balanced against the pro income from subsidy gave the pros far the best of it. Subsidy for the most part was dangerous to pros because of club official criticism of the sacrifice of buying independence and the interpretation of subsidy as petty larceny or graft.

From every angle, not the least being a revival in play, it looks like the pro has in 1934 the best chance he's had to make a profit from his service. How are you going to handle your chance? Have you planned your campaign or are you just going to take things as they come and hope for the best?

## C. W. A. IN GOLF

Course and Clubhouse Work  
Costing \$1,613,528 Reported by 22 States

**A** SAFE GUESS on the amount of CWA money spent on golf course and clubhouse work while such funds were available probably would be in the neighborhood of \$3,000,000. To this figure might be added another \$1,000,000 supplied by state and local funds paying labor.

GOLFDOM solicited from all state civil works administrators data on the amount of money due on golf courses within their

respective states, and the number of jobs handled. Administrators in 22 states supplied the information. These 22 states were responsible for \$1,613,528 spent on about 60 courses and/or clubhouses. The balance of the \$3,000,000 GOLFDOM estimates from newspaper clipping on jobs handled in the states whose CWA administrators don't pay much attention to correspondence.

In some states, such as Washington, no separate account was kept of projects involving golf courses as such work was handled under the heading of "recreational centers". In a number of instances, such as that at Connecticut, funds of the CWA spent for golf work were for labor only. Materials used on the projects were paid for by the town or city in which the work was being carried on. In the case of New York State the CWA supplied \$375,000 of the \$509,479 used on golf work and local government funds supplied the rest. In New York 2,054 men were employed on the state's CWA golf work.

Obviously, as a result of the CWA work on many municipal courses since the latter part of the 1933 golf season the courses this year should be in far better condition than ever before and naturally so much more attractive to players that all business phases of the sport should feel beneficial effects.

A summary of state CWA golf work:

Oregon .....	\$ 40,000	2
New Hampshire.....	No cost given	2
South Dakota .....	None	..
Arizona .....	\$116,090	3
Utah .....	\$ 5,000	1
Montana .....	None	..
New Mexico .....	None	..
North Dakota .....	\$ 6,425.	4
Illinois .....	None	..
Arkansas .....	None	..
Mississippi .....	\$ 1,500	1
Michigan .....	No cost given	1
Georgia .....	\$ 68,290	12
Vermont .....	None	..
New York .....	\$509,930	8
Nevada .....	\$ 3,930	1
Indiana .....	\$269,166	6
(Includes Indianapolis park work)		
North Carolina .....	\$107,560	..
Pennsylvania .....	\$ 66,000	..
Connecticut .....	\$192,017	..
Wisconsin .....	\$199,056	9
Kentucky .....	\$ 26,570	3