POSTING

1. Pro Sees Way to Solve All Credit Miseries.

2. Dealer Questions Future of Supply Specialists.

1.

THE letter below has great possibilities of being the idea-of-the-year in pro golf. It comes from a widely-known veteran, pro at the Mt. Vernon CC, and treasurer of the Metropolitan PGA.

Certainly this proposal deserves the most earnest study of PGA officials and an extensive preliminary survey with competent banking advice, so it can be authoritatively and fully discussed at the annual meeting of the PGA to be held in Chicago in November. The letter:

I'VE GOT an idea I think is timely and red-hot. It has to do with the pro's income, credit rating and general welfare in the golf business.

The idea that prompts me is that in the closing months of the season many golf professionals will wind up the season with hopes of a little cash nest egg, and instead will wind up behind the eight ball. How? Why? I'll tell you.

John Smith, already slightly in the red after a long winter, starts his season April 1st with a bang. He works like the devil for a few months and in the hey-day of the season figures he has made some dough; how much he doesn't know. He starts spending some for a few much needed things. In the meantime he hangs up a few creditors and as his cash is coming in a little slower than his receipts, begins to fall behind until the fall comes round and then, instead of having a few dollars to keep him over the dull season, he either spends something he hasn't got, or he pays his bills and eats snow-balls.

Poor management, you'll say, but unless he has some surplus capital it is almost unavoidable because he does not know in July how much money he has per week over a twelve month period, with a six month productive season.

I believe that I can offer a solution for this condition of affairs, and it lies in one word—CAPITAL. Who can be in any business without capital? How many pro's have it before they start a season. Unless I am greatly mistaken, very few.

If it were possible for a pro to borrow money in advance of his season on a pro-rata basis (for instance, a $12,000 business would require an initial capital of about $3,000), then this is what he could do.

1. Order his spring merchandise, and immediately discount all bills. This would pay for his interest on borrowed money.

2. Figure what his last year net profit was and if it was $3,000, pay himself a salary of $60.00 per week and no more.

3. Discount all bills, and as the season advanced, put away $500 each month to pay back his $3000 and of course enough to pay the interest.

4. At the end of the six months he would have an additional $1500 or so to carry him through the winter.

Why can't something like this be worked out, either through the PGA acting as sponsor for reliable men or with some banking loan?

What do you think? We'll let the boys argue it out. Someone will figure out a way to help the pro with his problem, and also to clear up the bad credit situation to a great extent.

Go ahead and see what you can do with it.

JOHN W. STEVENS.

2.

ARE golf clubs driving established course equipment and supply specialists into such restricted operating territory that clubs soon will find themselves badly handicapped by lack of service work that has been kept available by sectional dealers? One dealer comments as follows:

EACH year the course equipment and supply business is becoming so localized that volume formerly forthcoming from a larger area has diminished to the point where it doesn't pay a dealer to go strong after business in the territory he formerly accepted as within his service range.

Local hardware stores and machine shops shop around for wholesale prices on maintenance equipment and supplies but it may be seriously doubted that they are qualified to provide the expert advice and prompt, competent services to which golf clubs have been made accustomed by established specialists in course equipment and supplies.