

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.

POSTING

1. Pro Sees Way to Solve All Credit Miseries.

2. Dealer Questions Future of Supply Specialists.

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.

the SCORE

3. Manager Claims Small Town Berths Are Best.

4. Pro Says 2-for-1 Books Worked OK With Him.

Unfortunately for all concerned there is not enough profit or volume in sectional distribution of course equipment and supplies to maintain a sound business divided between many small and unqualified units.

The experiment in distribution will be costly to clubs in delay of proper service work and failures through inexperienced recommendations.

GEORGE A. DAVIS.

3.

THIS letter comes from a manager who found happiness away from the big metropolitan district clubs. The case seems to suggest again the advisability of paying enough to employ a manager who can manage and then letting him manage:

LAST spring I called on the directors of three clubs for a position as manager. All three told me they were hard up and that they were not going to pay much salary and all three were good clubs. The directors of one club told me they expected to hire a manager for \$1400 for the season. My wife negotiated with the president of another club that felt it should have a woman manager. The deal was closed up to the point of salary. The old chef was re-engaged at \$250 per month, and then they broke the news to my wife that she was to receive \$150 per month. Naturally she turned them down.

In early March I heard about a nice little club that wanted to get hold of a managing promoter; one who could increase their membership, run their dining room and bar at a profit, and who had a wife who could cater to the women and increase social activities. I learned that they lost \$3600 in the bar and dining room last year. But I also learned that this year, 1935, this same club was going to hold the 1935 state amateur meet. I learned that boys had operated the bar and that one of them, to whom the club paid \$40 per month, was willing to quit a \$125 per month job to take this \$40 job for 7

months. I saw the light. I made them a proposition. I was to operate the house as though it was my own business. The dues were to be used to pay greens help, golf course equipment, and pay interest and insurance. The receipts from bar and dining room were to pay all house help including locker room, kitchen, dining room and bar help. All supplies were to be paid out of the cash receipts, light and fuel included. I took the job, for a straight salary of \$200 per month plus 20% of the profits. To make a long story short we have 30 days to go before we close. We don't owe a cent; instead of being in the red \$3600 we have a cash balance of \$2800. Our membership has increased from 160 members to 218, and I have a contract to return next year.

The question is this: is it better to work for a large metropolitan district club for \$1400 per year, 20 hours per day, or work for a small appreciative club in the sticks and get a salary of \$1600 plus a bonus of \$560 and not have to walk into the kitchen and look at a \$250 chef who can give you the laugh.

No wonder fine club managers are going into the liquor business. Some of these days clubs will realize that like a ship that wants to reach port, they will have to have a man at the helm who knows his business and pay him for expert work.

J. B. C.

4.

HERE'S one from an old pal who says **GOLFDOM** is all wet in sweepingly condemning the two-for-one fee course tickets. Well, maybe we did take in too much territory for some cases. The other side now has its say:

HERE is how the two-for-one book, sold in Chicago, works out for the Bass Lake G&CC, a resort course about 70 miles from Chicago's loop:

So far more than 300 coupons have been taken in; meaning 600 golfers have played here. Probably 90% of them would not have played here otherwise. All these golfers spent money here for food, gas, golf supplies, etc. At least 60% stayed one night. Many spent a week and some two weeks. After the book's three coupons were used, we got the regular price; this year from 50c to 75c week days and from 75c to \$1.00 Saturdays, Sundays and holidays.

We absolutely charged the regular price