

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