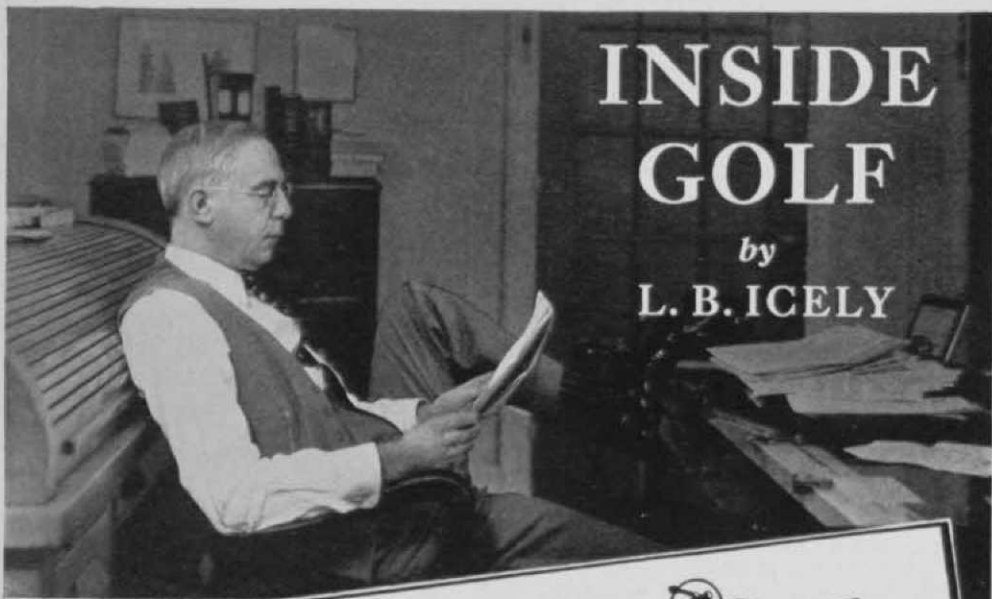


# INSIDE GOLF

by  
L. B. ICELY



**Wilson  
SPORTING  
GOODS CO.**

2037 NO. CAMPBELL AVENUE  
FORMERLY POWELL AVENUE  
CHICAGO, ILLINOIS  
CABLE ADDRESS WILSPORT CHG

TELEPHONE  
BRUNSWICK  
1 6 0 0

My dear..... :

Thanks for sending me your club's financial statement and the tentative grounds and house budgets for 1940.

You and the other officials of your club are to be congratulated on the fine condition of your club. Although golf club bookkeeping methods vary so widely it is difficult to make the comparisons you request, your figures clearly show that your club has come a long way since 1933.

You ask for suggestions, and I'll give you one that many club officials overlook although it's vital to every good club's operation.

I see in your letter and its enclosures no reference to a pro department budget for 1940, other than the item of \$..... for pro salary.

You, as president, and your sports and pastimes committee should sit in a few sessions with your pro, then draft a pro departmental operating budget that would be a great factor in the success of your club's year. You, as many other clubs, now compel your pro to operate almost as an independent unit instead of as a closely joined keystone of the club structure.

I know your pro very well. His standing as a business man in his field is comparable with your own high standing in banking. His work in compiling the competitive schedule, keeping handicaps up-to-date, getting entries, coaching members, maintaining their interest in club events, and in conducting the events, is one of the most important jobs around the club.

I also happen to know that when your club's membership was at low ebb in 1933, suggestions and work by your pro put a new sparkle into your club's attractiveness. You will recall that there wasn't much interest shown by club officials and committee members then. They had other troubles.

Now that things are better all around, it may be that you are not making full use of one of the expert pro services that helped to bring the establishment out of the depression.

Let's look at the arithmetic of this matter. In talks with your pro I have learned that entries in competitive events at your club increased from 54 on week-ends in 1933 to 246 in 1936, then slumped to 201 this year. Your pro knows those figures and their significance, but are they common knowledge to your club's officials and committee members?

Looking over your club's restaurant and bar receipts I see good reason for estimating that the character of a member who participates in club events is worth more than \$3 in club-house income each time he visits the club. That's a very conservative reckoning.

Figuring the number of event days in your season, the added house income that might be credited to pro influence in helping to formulate an attractive competitive schedule and in conducting the same satisfactorily, will easily reach \$6,000. Now, \$6,000 at your club is equal to the initiation fees of 30 new members.

What do you want to do in your budgeting; have to figure on getting 30 new members or getting the same amount of money by employing a pro's expert services to keep the old members happy and active and advertising their club by their enthusiastic expressions of club interest?

Obviously, your board members and committee members have been in frequent conferences with your club manager and green-keeper in preparing the 1940 budget. That is as it should be. There is, however, no evidence of any of you having consulted your pro concerning a program of pro department activities in 1940. I suggest that you do this at once because your man is one who has made golf his sole business, and he does know his business of golf.

I've known.....since at least five years prior to the time he became your club's pro. He's one of the best. You ought to use him more.

With best regards to you and to Mrs....., I am

Sincerely,

*L. B. Jely*

President

Wilson Sporting Goods Co.