

many adjustments to make and I must make them. The membership must be served smoothly and without any personality problems to mar the golf program or the calmness of club life.

In the Metropolitan area there is bound to be a certain competition between clubs and pro departments. This makes it absolutely necessary for pros and club officials alike to realize that any pro department failure may mean the loss of members to another club that has a professional who is on his toes. There is no malice in my statement that we will equal or surpass any pro department in our area. This is good business for me and for the White Beeches Golf & Country Club. And after all, White Beeches business is my business and vice versa.

Keep Ahead of Competition

How can a man keep from losing in any contest, business or other wise? First and best, by keeping up with or ahead of the other contestants. Second and worst, dropping back to a minor league, or to a lower level of competition.

So at White Beeches, little short Willie and big long John will be running and hustling to keep up with the leaders and if they don't keep a fast pace, the Budd-Marino combine will edge out ahead. And no hard feelings—we must live and so must the other boys.

The tournament committee at my new spot has been carrying out a very active and pretentious program of golf events. This has been a lively feature of the club and is as it should be. Competition brings interest and enthusiasm in golf and builds club life. It is the heart and soul of a golf program. We are going to work like hell to keep our tournament committee program going full blast. We will do their bidding and also give them our ideas for their final consideration.

At a club of White Beeches standing and reputation, I must keep my credit A-1; and I am going to do it. It may mean driving my old Chevrolet an extra year, and passing up some nice entertainment, or making other sacrifices, but following the advice of Horton Smith, I will try to make that easiest money of all, the regular monthly discounts for paying promptly.

Merchandising needs at White Beeches will call for an average stock of merchandise during April to August of \$1,500 to \$2,000, and this will diminish during the later months of the season.

But I will follow the old saying, "you can't sell it unless you have it in stock." Certainly the competition from stores is tough in the Metropolitan area, but much of this can be met by using two sound methods. First, by giving such fine pro service that the members will be ashamed to buy from other sources, and second, keep a competitive line to equal prices as displayed in the cut-rate places. Yes, you can match them, if you want to. I hope to use a combination of these two, if necessary. However, we will feel good in the White Beeches shop if we can reap 75% of the total golf equipment business from our membership during the first few years of operation.

Sure—you think this is a mouthful for a young man who is just heading for the so-called big league of pro golf, the Metropolitan area around New York. Well, this job did not come to me because of sitting idly by. Not many things have come that way in my life and being proud of a new connection and its opportunities, I have been planning for success at White Beeches.

By playing fair with my brother professionals, planning for success on my job, and working hard through the regular season, this country boy may be able to corner a little bit of success for himself and bank a little bit of money for the days to come later. Most of all, I hope to serve my membership well and be a credit to White Beeches.

Junior C. of C. Backs PGA Event at Denver

DENVER gets another national tournament in the PGA championship which will be played at Cherry Hills Club, July 7-13. Cherry Hills was the scene of the 1938 National Open, one of the most smoothly run National tournaments in American golf history.

Denver's Junior Chamber of Commerce is sponsoring the PGA championship. The tournament has been underwritten for \$15,000, the greater part of which has been subscribed. Eddie Ott of Denver's Evergreen course initiated the Denver deal when he was trying to get a \$5,000 tournament for Evergreen. There'll probably be an Evergreen Open held the week after the PGA, to keep some of the boys in town for another chance at a purse.

The Denver Jaycees are planning to have popular-price gate for the PGA.