

# GOLF'S OWN BUSINESS

## *Golf's Salaries a pressing problem*

In its solid impact on the business of golf the remark of Fielding Wallace, chairman of the USGA Green section committee, concerning greenkeepers' salaries undoubtedly will have more effect than any championship the USGA might have run during the war with so many of the potential champions fighting for their, and our, lives.

Wallace, in his annual report, said: "Education is needed to place the profession of greenkeeping on the high level which it merits, to raise the level of salaries for the position with reasonable expectation of reimbursement for the expense and time required for a course of training and education."

The truth is that golf clubs have been lucky in having greenkeepers working because of the artist's love of his work and zest and pride in his results, rather than for the money necessary to maintain a family these days of inflation.

Clubs that have put themselves into the best financial condition of their histories are having to pay dishwashers about what they're paying greenkeepers for handling complex responsibilities that are the very foundation of the club's operation.

That can't go on.

Not enough young men are coming into greenkeeping. We see the situation as good clubs come to us trying to get a line on well qualified greenkeepers. To get the men these clubs need their only hope is to pay more money and draw an able older man from the job he's now holding.

In pro golf, too, the pay situation is due for extensive revision.

Nelson, Hogan, and about 8 others can make high to good incomes out of precarious competitive careers in tournament

play. The home club pro has a trying, long hour, usually short season job that has to be expertly handled if he's going to make a good living at it. His shop sales income, which hasn't been much during wartime shortages, is to be exposed to increasing competition from aggressive retail competition.

The pros report that they have numerous applications for assistant jobs from young men who want to play at golf, but not many who recognize it as hard work they're willing to do.

And in house management too, it is difficult to attract enough of the right type of young men.

Although salaries in a business which often is run too amateurishly are a basic weakness in the propositions many good clubs present to desirable candidates for employment, the pay isn't all that's due for thoughtful consideration by administrations. Frequent changes of administration with accompanying insecurity of employment based on personal whims, is something that makes the aspiring newcomer wonder about the golf business as a career.

Lately many clubs have begun to put into effect employees' insurance and retirement plans that help bring the club as a place to work up to the status of the businesses the golf club officials and members conduct in making their own incomes. But there's still a lot more to be done in making golf an attractive business for the young men the game needs.

Your club is not an immune island in the stormy sea of employees relations today. It's time at many clubs for appraisal of the club as a place to which a preferred class of workers can be attracted—and fairly repaid for their labors and fidelity.

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***Make certain your officials, committee chairmen and department heads are kept posted on ways and means of up-to-date golf club operating practices —***

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