

Rental Sets Bring Profits to Pros, Clubs and Golf

By JOHN BUDD

The war years and servicemen's golf in many areas showed the importance and need for a rent set program at many clubs. A pro in Florida made a good and steady income from 50 rent sets that were used constantly by servicemen at a nominal fee. This case was duplicated throughout the country at all types of courses.

In these days of fast action, there are many people who wish to try golf to see if they will choose it as their recreation. Available rent sets give them an easy chance to play a few games of trial golf.

Then we have hundreds of thousands of casual golfers who play only a few games a year. These players do not care to invest in clubs and are much like the boat renters who will never own a boat, but in their sporting lifetime will spend a small fortune in rental fees. All this adds up to a very real need for plenty of rental sets at the average club.

The private club will call for a few real good sets that will go at a neat figure for each rental trip on the course. These sets can best be accumulated by trade-ins. Suppose a smart pro can trade in 6 sets that will cost him a total of \$200.

If it becomes known that he has these sets, more members will bring more guests who need to rent a set and in one season at the most, these sets should be paid for. From there on in, the deal becomes more publicized and soon letters and telegrams will no doubt be arriving to save set No. 4 for Mr. Jones from Houston who will spend the week-end at your club. This steady income becomes the easiest you can ever make and remember the sets will last you for several years if you are keen enough to have them completely overhauled twice each season. Then of course you will see that minor repairs are taken care of before the necks split or the grips twist off because of a lost winding.

Rent Sets As Promotion

As a promotional deal this service will be readily appreciated by the smart club official and the members too. More guest fees go into the club till, and more members can take better care of their guests by having them supplied, by the pro, with very good rent sets.

For the public, industrial or fee course the deal is much more important than at

the private club. Here the sound rental set program affects the pro income, the club green fee tally and the bar profits to say nothing of more slot machine trade, if these clubs are used to attract a certain profit from the golfers who will be drawn to the course.

Advertise Rent Sets

Can you picture a roadside sign stating in bold letters that rental clubs are available and asking the passing public to give golf a try TODAY. Many will take this chance to try the game. You can bet that by hitting the inevitable few fine shots that even come to the rank beginner, the old Buggus Golfitis will bite the patient and another player will be added to the growing list.

Of the pay-as-you-play clubs that play more than 15,000 rounds per year, you can venture without fear that 20 or more rent sets will be needed. These can be made up of 8 clubs; with 5 irons and 3 woods, or even better, 6 irons and 2 woods. They must be chosen for service and hard work and the bags should be checked to see if they are hardy enough to take the grind that will surely come to them.

These sets will go at a nominal fee and each spot will figure out a scheme to protect the sets from pilferers who will now and again switch bad clubs for the better ones in the sets and even at times take off the whole set.

Of foremost importance is a good marking system that will enable you to recognize these clubs and bags at a distance. Paint the clubs so that any player will think 3 times before trying to steal one. It is also easy to have a deposit system against the return of the clubs to your shop. Remember these sets will get a rush play most of the time.

With a card system you can list the players renting the sets, the address, business address and phone and time of going out. Then on each card write in number of irons and number of woods. When the player checks in you have a control that is foolproof.

A word from the experience book: beware of the player who comes tumbling into your shop to return a set and rushes right out before the check-out. You can

bet that something has gone wrong. Call him back, and check for broken clubs or missing ones. A good rule to follow is to charge \$2 for any broken club and \$3 for any lost club. This will average up and protect you and remember you must take some of the burden for these sets.

What can you expect from a system like this? Well, let us suppose that you have a public type course that plays 1200 per week. You start accumulating rental sets and soon have a total of 12 sets that have cost you \$200. You have decided to charge 50 cents rental for your sets.

First off you will be worried that they will not go, but soon you will check up \$3 to \$6 per day and after the first month has passed you find a return of \$70 from these 12 sets. You start scrambling about then to accumulate a few more sets.

Now you realize that when players have been turned down on a bright Sunday morning because all sets were in use you

were losing money, the club was losing revenue and golf was losing a potential customer.

Soon you have 16 sets and have invested only a total of \$250 for these. Now at the end of the month you see your rental income tally up to \$115 per month and awake to the fact that the business is growing all the time.

When your season has closed you will probably scratch your head and whistle when you see that you have paid for all rental sets and have a neat profit of \$200. Quickly you visualize the future years when you can hope for 30 sets that will bring you a steady and easy earned income of \$600 per season.

You can do yourself some real good, build up the finances of your club and promote more and better golf through a sound rental policy. Get at it, see what you can do, analyze your spot and do something about this good business deal.

USGA Revises Rules and Amateur Code

A general revision of the Rules of Golf has been put into force by the USGA. This is the first general revision since 1934. It is mainly a rearrangement of the Rules in simplified form.

The number of Rules has been reduced from 61 to 21. Definitions directly applying to Rules have been placed with those Rules. For any given occurrence the Rules for match play, stroke play and multi-ball play are under one heading. The old index of about 900 items has been replaced by an index of 73 items.

While a few basic changes have been made in the Rules, they in no way change the sound and traditional manner of playing the game but, rather, tend to strengthen it.

A number of former interpretative footnotes and principles of USGA decisions which never appeared in the Rules are now incorporated in the code itself.

The USGA will welcome suggestions for further improvement of the Rules.

The revision was adopted last year and the effective date was postponed to permit the USGA to obtain the views of the Royal and Ancient Golf Club of St. Andrews, Scotland, governing body of British golf. It is understood that the R. and A. has not finished its consideration of the matter and has not adopted the new USGA code; how-

ever, a few suggestions which have been made have been adopted by the USGA.

The revision was first drafted by Richard S. Francis, of Haverford, Pa., long a member of the USGA Rules of Golf Committee. It was brought to the USGA Executive Committee's notice by Charles W. Littlefield, Montclair, N.J., USGA pres., and John G. Jackson, New York, a former pres. The original revision has been worked over for more than a year, first by a special committee headed by Richard S. Tufts, Pinehurst, N.C., and later by the Rules of Golf Committee, of which the Chairman is Edward B. Leisenring, Ardmore, Pa.

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Copies of the 1947 Rules are available in booklet form at 15 cents and in poster form at 50 cents from the USGA, 73 East 57th St., New York 22, N.Y.

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New Code Highlights

Aside from general rearrangement, noteworthy points in the new code are:

Preamble: 14-club rule—Player may replace a club unfit for play and may add a club or clubs up to 14 provided he does not unfairly delay play or borrow from opponent, partner or fellow competitor.

Definitions: 15 of the 23 old Definitions