



HOST TO RYDER CUP MATCHES

This clubhouse at Ganton GC will be center of hospitality for American Ryder Cup team and its partisans when the international pro matches are played, Sept. 16-17. The city of Scarborough has issued an illustrated booklet on scenic and historic spots in the vicinity; the club has a booklet on the course; and the welcome sign is being hung out in fine shape for Yank guests.

Banks now make quite a point of assisting the small as well as the large borrower. It's a fine thing for a pro to have a line of local bank credit. The pro never knows when he is going to need money for investing in his own business or credit to use with his own surplus in making a sound investment in his city. When he has a line of credit at a local bank the pro is establishing himself as a solid citizen of the community and providing himself with an element of job security that always exists when a man's business character can be attested to by his bank.

In protecting his credit the pro must investigate the character of people he employs. The ready saleability of pro shop merchandise makes it just like cash and a temptation to light-fingered parties who want more cash than they earn.

And even after such a check-up the pro must frequently go over his books to see that they balance and to see that the inventory is as the books record. The rush hours at the first tee on Saturdays, Sundays and holidays may mean that merchandise which isn't signed for, or paid for, gets out of the shop and the customer honestly and completely forgets that he hasn't paid.

Books As Merchandising Help

The books to pro shop business are just like the scorecard in playing golf. They tell you exactly where you stand every time you look into them. Your books should show plain signals to govern your buying. You have to guard against over-stocking while at the same time you must have a

volume and variety of merchandise to make sure that you are not going to lose profitable sales because of lack of stock.

Right after the war and up to this year the idea was to get all the pro shop stock you could. Now, you have to be more discriminating. You are bound to buy some cats and dogs in your merchandise. Every merchant does. But the very important thing is to get them cleared out when it becomes obvious that you bought something that doesn't sell at a normal rate. Your books have to be set up so they'll constantly remind you to move merchandise before you're stuck with it.

The pro has to do everything possible to clear up his accounts before the end of his busiest season and to get rid of his stock, unless he's in a section where golf is played steadily the year around. When the player is not actively playing he is not as keen to pay as when the season is in full swing.

Unless the pro cleans out his stock pretty well at the end of the season he's not going to have working capital enough to get manufacturers to ship him all he should have to start the next season. The old days of taking back unsold merchandise in lieu of cash in payment of the order have passed. That practice not only weakened the pro credit rating but in instances it gave a manufacturer merchandise that he couldn't throw into the river but had to convert into cash. Hence there were "distress" sales of merchandise originally ordered by pros and which in necessarily being converted into cash, accounted for