

training, assigning, supervising and paying the boys.

Tournament service for members and guests requires that the pro department sign up players and explain tournament details, maintain handicaps, conduct the bogey events and collect fees, advise newspapers of results and frequently distribute prizes. Sometimes there are rules controversies or other differences the pro department must handle discreetly. Affairs for women and youngsters must be conducted on the same careful basis as the men's tournaments.

In pro shop operation there is plenty of important work to be done in purchasing, receiving, pricing, displaying and selling merchandise. Sales must be recorded and inventory carefully kept. Tax accounting must be exact and bills must be paid promptly to get discounts. The shop and stockroom must be cleaned daily. The pro and his teaching staff have group lessons and demonstrations on how to play golf for the members and the lesson times must be judiciously booked to meet each member's convenience. Club rentals must be vigilantly watched. The wages of employees must be carefully watched. Supervision must be maintained over every other detail of operation although with a well chosen and trained staff whose men know their duties and are competent and responsible, this supervision instead of being an onerous detail is fine for getting the staff together and exchanging ideas and observations.

Club Cleaning and Storage

An operation in the pro department that involves more time and work than officials appreciate is club cleaning and storage. The clubs must be removed from the racks and delivered to the caddy master or sometimes attached to rental carts. Cart storage is getting to be a problem. Members' carts in some instances must be taken from a storage room that in most clubs is still makeshift since the size and arrangement of pro departments seldom provides for carts.

The withdrawal of bags from storage and the cleaning often are peak period jobs. The cleaning has been slowed up somewhat by so many woods now having head covers and many bags having individual compartments for clubs. The job must be well done for the cleaning and storage fees are a considerable per cent of the pro department income.

The range operation instead of merely issuing and picking up balls, calls for supervision to minimize theft, cleaning balls and inspecting for damaged balls.

When the pro thoroughly studies each detail of the traffic through his department he will be astonished by the amount

of work he and his staff must do to handle this traffic in a first class manner. He probably will see that some economies may be effected by more efficient routines and he most certainly will see that he must operate economically or he will find himself working for a very low net in a rather risky, short-season business.

One thing that many pros will see from a traffic study is that they are devoting considerable time to handling unpaid details of the job when they could be on the lesson tee using their time to cash profit.

Club officials who see a pro department traffic study will get an impressive and detailed close-up of the multitude of details the pro department must handle completely and competently so members and guests will be kept cheerful and in the right frame of mind for coming to the club often and spending freely. They get far more service than they realize for their money.

SAM'S 70 YEARS YOUNG



Sam Whiting, Olympic Club, San Francisco, for 28 years in charge of Olympic's Lakeside courses and responsible for design as well as maintenance of the Lake and Ocean courses as they now are, arises to say his merry piece at the 70th birthday party club members tendered the sprightly veteran.

Sam was hailed as the affable and able gent who performed miracles in that stormy no-man's land where one catches the crossfire of Mother Nature and Father Green-chairman. Sam acknowledged the praise, the gift watch and check by saying he'd had a lot of fun doing the job for the boys and had been lucky with officials who allowed him to use his own judgment.