

and get himself regarded by his members as an unusually capable operator.

These small, but collectively large, services cost money. And to tell the truth they may mount up to more than members ever realize. Rarely have club officials and members the slightest idea of the extent of operating costs of a first class pro department. The average club member is inclined to think the pro's operating costs are few and low. Despite accounting practices forced by income and sales tax laws plenty of pros don't fully realize their costs and the moderate income they net on their operations after deducting what would have to be paid as a salary to the head of the department if the pro activities were being operated on the same salary scale as most retail stores.

The "Gives" Pays Out

Thoughtful little things that aren't ordinarily done may cost the pro some of his time and money but they certainly pay out.

One of those things has been done by Stan Kertes for years and any member of a club Kertes serves brags about Stan as an ideal professional. Years ago Stan used to cut down hickory-shafted clubs which he gave to the children of members. Now Stan has carried that kid gift idea right to the start. When a baby is born in one of the Bryn Mawr CC families Stan gets one of those Bristol kid clubs and with a Vibra-tool writing appliance inscribes on the club (as an example):

To Linda Norian

The new 1970 Women's Champion

From Stan Kertes.

The club is given to the proud father. And you can bet that many, many people hear about that club and get to see it.

Stan is a strong and sincere advocate of the policy of creating a warm feeling for the pro among the kids. He says, "The child is going to grow up as a member of the pro's golfing family so it should be perfectly natural for the pro to develop standing with the youngster as the child's golf daddy."

Kertes goes on the basis that members who come into his shop are agreeable to buying anything that he wants to sell them. That puts a responsibility on the pro; a responsibility of stocking the best type of merchandise available — especially personalized items. The pro must believe in what he sells; not sell simply to make a profit in cash. He has to make a profit in respect and member satisfaction as well as dollars.

Kertes remarks that when a pro is dealing with well-to-do people he can't help but have a clear idea of attractive goods that are well worth the price. Price isn't a handicap to a member who wants quality, and there are more of those members that pros sometimes are inclined to realize, Kertes maintains.

Study Golf's Place in Nation's Defense Plan

American Red Cross as part of its planning of expansion in a national emergency has queried golf clubs in some metropolitan areas concerning mass shelter facilities that might be available.

Data on type of building, location, maximum sleeping capacity, water, other utilities, auxiliary power, toilet facilities, heating system, feeding facilities, etc., is requested. The survey is made in metropolitan areas as a correlated study of bomb defense.

Planning of the expansion of golf facilities, instruction and exhibitions to fit in with increase in armed services personnel at present is in preliminary stages, with military authorities reviewing golf program basic material of the National Golf Foundation which stresses the value of PGA members' services, adequate equipment and facilities.

Another phase of golf's planning to meet conditions that may be expected as a result of an accelerated armament production schedule is that of providing golf recreation and physical conditioning for war plant workers. An outline of this activity is to be discussed when the club and ball manufacturers' associations consider National Golf Foundation 1951 program at the manufacturers' fall meeting, and at the annual meeting of the PGA.

Patty to Help Veterans



Patty Berg (R) recently appointed golf director of the American Women's Voluntary Services, Inc., is helping to set up "AWVS Swing Clubs" in Veterans' Hospitals throughout the country. Five of the "AWVS Swing Clubs" are serving California hospitals and 27 other centers representing all sections of the country have bids in for similar programs. Originator of the "Swing Club" idea, encouraged in hospitals for its excellent therapeutic value, is Mrs. Louis Lengfeld, pres. of the California AWVS, editor of the *Golfer Magazine*, and long time booster of golf in California who also serves as liaison between the AWVS and VA.