

money at 6%. Insurance on his stock is 6% except through the PGA deal with Jerry Bowes' company. Merchandise shipped from the factory means another 2% or 3% for the Pacific Coast pros. That adds up to 14%. Then the pro has his help and many other costs of doing business some of which may not pass the income tax reports without arguments, nevertheless are expenses that the pro has to pay just for being in the business, and he has to pay them before he can claim any money for his own.

"Our gross profit isn't 40% which would be a very narrow margin for a specialty shop business with a limited market, and the pro market is sharply limited by the number of players his course will accommodate or the membership of his club. The steady turn-over of balls with a 33 1/3% gross profit is the biggest item in pros' sales volume. If, as some suspect, the players' stock-piling of balls, when there was fear of a shortage, will cut ball sales then there are going to be headaches.

"The pro had better do an accurate and thorough job of figuring his percentages. Otherwise he may find himself trading dollars and being in business for what some people may call fun, but it won't be that for the pro."

Watrous Clinic Highlights Michigan PGA Meet

Al Watrous, Oakland Hills CC, (Detroit dist.) professional, Michigan PGA tournament committee chairman and host for the 1951 USGA National Open was the star attraction of the annual spring meeting of the Michigan Section held April 16 and 17. Al, who gave the Seniors a lesson at Dune-din in winning that annual event, was the popular choice for conducting a most successful clinic session.

Hillerich and Bradshy's Bill Kaiser, following sessions with the New England PGA and Indiana PGA groups, made a full report on the business outlook for the professional in 1951 and Al Hyatt of A. G. Spalding addressed the group following the morning business session.

Rex McMorris of the National Golf Foundation at the annual dinner reported on the activities and promotion being done for school golf programs and participated with James D. Standish, USGA pres., in a question and answer session on the merits of Junior golf and the various national junior tournament events.

Reg Higgins gave an interesting commentary on the manufacture of golf balls by the U. S. Rubber Co. using three dimensional slides to give the boys a close-up of

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each step in the manufacturing process.

Men of the press also had their innings at the two-day meeting with representatives of the Detroit News, The Detroit Free Press and the United Press addressing a session with full attendance in spite of the competitive attraction of the opening day of the baseball season.

Other features of the meeting included: Discussion of the USGA Handicapping System led by Ray Maguire, Rules discussion by Warren Orlick, a Sales Educational film with introductory remarks by Joe Devaney and reports by PGA secretary Horton Smith and other national delegates.

A specially designed Birthday card was signed by all members present and forwarded to Leo Diegel.

The section voted against permitting Class H members to participate in the Sectional Championship. Non-PGA members are permitted to play in Pro-Am and other events after they are passed on by the tournament committee.

The following candidates were submitted for office in the national PGA for 1952: Horton Smith for president, Harry Moffet, Treasurer and Harold Sargent, Secretary.

PLANNING A CAREER

(Continued from page 41)

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