

Golf Reservations by Number Gives Better Service in L. A.

By PETER TANUS

The Department of Recreation and Parks of the City of Los Angeles in August, 1950, adopted a numerical golf reservation system replacing the old antiquated reservation system which forced golfers to make personal trips by automobile or bus to the starters' windows at the clubhouses and as a result today more than 8400 registered golfers in the Los Angeles area are enjoying a convenient, efficient service that affords equal opportunity for play to all.

The new method does away with the necessity of standing in line for hours at a time in order to secure starting times for the following day and avoids other irritating inconveniences. There have been problems involved in making the transition from the old reservation system to the new but in the main golfers have been tolerant and understanding and the change has been easy and orderly.

Under the new system each reservation applicant is issued a free golf card, with a permanent number, which is used for advance reservation purposes only on any of the three municipally owned 18-hole golf courses in Los Angeles, the Wilson and Harding courses in Griffith Park and the Rancho links in West Los Angeles. On all working days of the week except Monday, golf reservations are assigned at the City Hall by telephone only between the hours of 9 a. m. and 4 p. m. On Mondays, however, reservations are taken by three telephone operators between the hours of 6 a. m. and 4 p. m. Personal contact between the operator and the golfer is discouraged by the Board of Recreation and Park Commissioners, a measure that helps afford equal opportunity to all to play golf under the best conditions, and makes possible reservations for play in advance easily available to all. A fee of 50 cents per person is charged for this service.

Reservations can be made for only one week in advance, i. e. on Monday, for days through the following Monday; on Tuesdays for days through the following Tuesday; and so on. Reservations are made for singles, twosomes, threesomes,



Starting times for play on Los Angeles' Rancho and Griffith Park municipal courses for 8400 golfers registered with the Department of Recreation and Parks, are assigned by, (left to right) Helen Hickman, Helene Thomsen, and Louise Cummings. Applications for starting times are accepted by telephone only.

or foursomes. It is not necessary to give the name of all members of the party at the time reservations are made. The Department reserves the right to complete all foursomes where a reservation is made for less than four players. Only one starting time may be secured for a weekend by each telephone call.

The player who makes the reservation over the telephone is the only one allowed to pick up the tickets at the starter's window. This must be done on the day of play, at least 15 minutes prior to the starting time, by the golfer identifying himself and paying the greens fee, plus the reservation fee (50 cents per person), for the entire party. In case the golfer who made the advance reservation is unable to comply with these regulations, he may telephone the golf course at least 15 minutes prior to his scheduled time and authorize any member of his group to purchase the tickets. Unless this is done, the reservation is cancelled and the starting time is filled by the golf starter from the daily call-sheet.

A registered player who fails to pick

up his tickets, after having made a telephone reservation, forfeits the privilege of making future reservations on Los Angeles' municipally owned golf courses until the reservation fees for his entire party are paid. The only exception being that if proper notice of cancellation is given on the previous Friday before 4 p. m., the registrant is automatically freed from penalty. Registration golf cards are non-transferable and are kept confidential for the players' own protection. Card numbers are given over the telephone when reservations are made. Should inclement weather cause the closing of any golf course, all reservations are then cancelled and no penalty is assessed against anyone with a reservation.

This numerical golf system has proved its worth since its adoption in 1950. Golfers have expressed their approval of this method of making advance reservations and are particularly pleased that the system allows no partiality or favoritism. Obviously, all of the 8400 golfers registered under the system cannot be accommodated with starting times on any one weekend, due to the limitations of Los Angeles' present number of courses; but it is hoped that in the near future additional courses can be built to take care of the ever-increasing number of golf enthusiasts in the Los Angeles area.

Close Inventory Control Vital

Watch your pro stock carefully, know how soon you can expect deliveries of what you order, send your orders promptly by air mail, and educate members to order in advance of the date on which they want merchandise delivered. Then you can do big volume without tying up money and risk losses on sizes and styles that are not sure to sell quickly.

But always have enough on display to arouse buying interest.

Maybe this close buying won't work at large clubs where store competition makes immediate delivery an essential in practically all selling, but I've found that it works for me and my members. I used to be stuck plenty by ordering merchandise that remained in my inventory at the end of the season. Now with closer control of my stock I have reduced my losses and increased my profit percentage and that's absolutely necessary in these times of high operating costs of a pro department.

—Leny Calderwood, St. Joseph (Mo.) CC

Western GA Summarizes Caddie Master Data

Western Golf Assn., 8 S. Dearborn, Chicago 3, has released a summary of its caddie master survey which covered time, salaries and bonuses, meal and lodging arrangements and concession operations of caddie masters.

The survey also covered caddie supply, rates, guarantees, bonuses, course, lesson and pool privileges, annual banquets, Honor Caddie awards, transportation and Evans Caddie Scholarship availability.

Average employment of caddie masters during a year was 8½ months. Caddie master salaries ranged from \$100 to \$400 monthly, with average being \$233.54. An adequate supply of caddies was reported by 63 per cent of the answering clubs; 31 did not have enough caddies and 6 per cent had an "abundant" number of caddies.

Caddie rates ranged from \$1 to \$3 per round single.

Caddies were allowed playing privileges one day a week—usually Monday—at 96 per cent of the clubs. Organized transportation plans for caddies were in effect at 32 per cent of the reporting clubs.

Assistants and Bag Carts Are Pro Problems Now

By Tom Mahan

Professional, United Shoe CC., Beverly, Mass.

At this time the most serious problem that confronts professional golf is that of securing desirable shop assistants. The wages in golf can't meet the competition of factory jobs and while the nature of club employment is more pleasant than factory routine the Saturday and Sunday work and the long hours are not magnets for fellows who are offered elsewhere 5-day weeks, 8-hour days, then overtime, plus paid vacations and retirement plans.

Then, also, is the matter of the future for the boys. The shortage of courses needed to provide for the game's logical market of players also means a shortage of courses to provide professional jobs for the capable young men developed as assistants and entitled to advancement.

In the meanwhile, with shop help available, the pro must maintain more direct supervision over his shop, watch his inventory closely, devote a great deal of time and study to training his assistants and encouraging them and do the best he can in the battle of economy against the increase in costs for the type of service he wants to give.