

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.