

DUNLOP DUPLICATES FURGOL'S NATIONAL OPEN PRIZE



At a cocktail party Dunlop Tire & Rubber Co. put on in Hotel Gotham, New York, July 9, Ed Furgol was given a \$6000 check, duplicating his first prize money in the National Open. Passing this most pleasant cocktail party hors d'oeuvre to Ed were officials of the company making the ball he played in winning his title.

L to R are Vinnie Richards, Dunlop vp, Ed Furgol, H. E. (Doc) Elden, vp in charge of Dunlop production; J. F. McCann, Dunlop sec., and R. Mackenzie, Dunlop vp.

Good Pro At Public Course Good Business for City

With public golf steadily growing and becoming increasingly important in municipal business operations and city service to the public, the qualifications and function of the public course pro are being studied more than ever before.

There is ample evidence that the right pro with the right sort of a business arrangement can and does make a municipal course operation a solid success financially to the city, himself and the golfers. The set-up that doesn't attract and give an incentive to the right sort of pro often falls short of satisfying the city's public golfers or being good business management for city officials, according to professionals who qualify as successful specialists in public course operation.

One of these nationally known experts in golf public service who has built a large and profitable business for his city and its golfers, says of another pro in his section who also has made a success of his job:

"When this man took over the public course shop in his city on a moderate salary, public golf was just about like street car riding. You got on and you got off.

"In two years of giving the place competent pro service, interest and help, his value became so obvious to golfers that it extended to politicians and they, seeing his work, got for him the golf shop concession at a reasonable percentage of the gross.

"Later he took over the practice range

for a fair percentage and immediately improved that operation with profit to the city and to himself, and certainly vastly improved service to golfers.

"His accomplishment has been of value to his city's management, to the public, to himself and his family, and to his brother pros and the PGA.

"The job might have been just another city payroll job if politicians who saw the vote-getting power of good service and mutually profitable business operation at public golf facilities hadn't made this man a proposition with an incentive and heavy personal responsibility.

"Public golf operations without competent, specialized management working long hours on the golf job can be a painful headache to park officials. The experienced ones know it. They have found that it is for the good of their own reputations as executives, for their peace of mind, and valuable in allowing them time for their many other duties, to make an attractive and mutually profitable deal with the best pro they possibly can get for the public course job.

"Politicians also are finding that interest in public golf is so keen and strong they're better off to keep away from putting a ward-heeler in charge of a shop at a public course.

"The surprise, although it is perfectly logical, in many cases has been that when a city gets a good pro on a good deal at a public course, the city comes out far better financially than it did when it was operating the golf shop."