

What the Pro Should Know and Do About Fire

By **HAROLD B. HARRISON**

Professional, Centre Hills Country Club, State College, Pa.

FIRE PROTECTION:

1—Hang one or more fire extinguishers on the **OUTSIDE** of the pro shop. (Check these at regular intervals to be sure they are in working order.)

2—Hang a hose (long enough to reach all sides of the pro shop building) in a spot close to the nearest water spigot or fire plug. **KEEP** it for the **SPECIFIC PURPOSE OF FIRE. DON'T BORROW IT** for other uses or it may not be there when you need it.

3—**MEMORIZE** the telephone number of your Fire Department **NOW!** (You'll waste time if you have to fumble in a book when you need it.)

INVENTORIES:

INVENTORIES ARE MOST IMPORTANT TO DETERMINE ADEQUATE INSURANCE REQUIREMENTS AND TO PRESENT PROOF OF LOSS IN CASE OF FIRE!

Keep **TWO** copies of all inventories . . . copy #1 for handy reference in the Pro Shop

copy #2 in a Safe Deposit box or other **SAFE** place!

1—**MACHINERY AND EQUIPMENT INVENTORY:** Keep a running, up-to-date list of every piece of machinery and equipment used in your business. List under headings: (Name of item — date purchased — purchased from — cost.)

Each time you purchase another item in this category, add it to your list. This includes such things as power-operated machinery, show cases, display racks, file cabinets, cash register, typewriter, desk, etc.

2—**TOOLS INVENTORY:** Keep a running, up-to-date list of every tool. Each time you purchase another, add it to your list under headings: Name of item — date purchased — purchased from — cost. This category includes all your bench tools, files, chisels etc.

3—**SUPPLIES INVENTORY:** Take an accurate inventory at the beginning of

your busy season: listing Name of item — cost.

The ideal method of course is to take a monthly inventory but for most pros lack of time makes this impractical.

DO however, add any sizeable supply purchases to your list. "Supplies" should include just about everything you use in the operation of your business, which cannot be classed as machinery, equipment or tools — such as: spikes, whipping twine, grips, glue, varnish, screws, stationery, etc.

From this basic Inventory of Supplies at the beginning of the season, a reasonably accurate estimate can be made at most any time to determine present inventory. Another accurate inventory should be taken at the end of the busy season.

4—INVENTORY OF MERCHANDISE IN STOCK FOR RESALE:

a—Keep a running inventory of all clubs you take in trade, with price you allowed. Each time an item is sold, cross it off the list. This will keep your "used clubs" inventory up-to-date with little effort.

b—New Merchandise—At the beginning of your busy season, take an **ACCURATE** inventory, under headings: Name of item, register number, model and all full identifying information, make etc. — and cost price. If possible, take a monthly inventory during your busy season. If this is impractical, take an accurate inventory as often as possible and take a monthly **ESTIMATED** inventory.

Your inventory should **ALWAYS** reflect any large variation. Take an accurate inventory at the end of your busy season.

5—INVENTORY OF PERSONAL EFFECTS:

The PGA All Risks Insurance covers the Pro's personal effects **EXCEPT** jewelry and household goods. Keep a list of your clothing with approximate value of each item. Small items may be generalized, such as — 2 dozen shirts @ \$3.50 etc.

Include with this list, your own personal golf equipment.

If you carry a fire insurance policy cov-

ering your furniture, fixtures and personal effects in your home, it is probable that 10% of the amount of this policy may be applied to loss of your own personal golf equipment, in the event of a fire in your shop. Check with your agent about this.

BUT, if you have double coverage on this, each company will pay for only HALF the loss.

INSURANCE

1—To determine the amount of insurance for adequate coverage, simply total your inventories:

- a Machinery and equipment
- b Tools
- c Supplies

d Merchandise for re-sale
e Personal effects.

2—TO KEEP YOUR PREMIUM AT A MINIMUM, for adequate coverage, take advantage of the fluctuating scale as offered by the PGA All Risks Insurance. Here's how it works: First you estimate your insurance requirements for the entire year, dividing the amounts as you feel your inventory value will vary: for example—

Months of November, December,	
January, February	\$2,000.00
Months of March, April,	
May, October	4,000.00
Months of June, July,	
August, September	10,000.00



ROSS HAS CLUBBY SHOP AT EVERGLADES

The shop of Jack Ross at the swanky Everglades Club at Palm Beach, Fla., has a comfortable clubby look with no sign of pressure selling but it does a lot of business. Jack doesn't put too much merchandise on display. He has a stock room adjoining his shop and when a shopper is interested Jack goes into the reserve and brings out the exact fit in a club. He changes stock around in his shop frequently so there's always something in a new place. His bags may look like they're displayed rather haphazardly, but they're not. Jack has a plastic cover over each bag and by keeping them out handy, he has his members probably with a higher percentage of new bags than you'll generally find at a club. Most of the merchandise Ross sells has the Everglades emblem on it. That gives Jack's expertly selected merchandise an additional element of exclusiveness, selling strength and value. That round center display with 4 shelves sells plenty. Jack bought his display cases from a stationery store in West Palm Beach that was going out of business.

(or any other breakdown that may fit your particular case.)

The Insurance company will pro-rate your premium and advise you of the amount due.

As your season gets under way, you may find that you should increase your coverage during certain months. Simply notify the insurance office of the desired increase and they will bill you for the additional premium. If, on the other hand, you find that you estimated too high, notify the insurance office (in advance of course) to decrease your coverage during a certain period. Your account will be credited with the over-paid premium.

However, in order for you to determine what amount you require for adequate protection, **YOU MUST KEEP YOUR INVENTORIES REASONABLY UP-TO-DATE AND ACCURATE. THIS IS IMPORTANT.**

You should at all times be aware of any sizeable changes in inventories. Check your insurance coverage monthly with amounts of your inventories.

3—DO YOU HAVE MEMBERS' CLUBS INSURED IN YOUR RACK SERVICE?

If you receive a good price for this service, you can afford to carry the insurance. If your fee is not adequate, such insurance coverage is not practical. In this case a small notice should be displayed in your shop stating that members' club are not covered by your insurance. This relieves you of any possible moral obligation in case of fire.

DID YOU KNOW THAT in most cases 10% of a person's insurance coverage on furniture, fixtures and personal possessions in the home may be applied to such things as golf clubs stored in the pro shop? I found that all except 3 of my members were insured in this way and collected for their fire loss. I made restitution to the other 3.

IN CASE OF FIRE DO THIS:

1—Notify your Insurance Office by telephone or wire.

2—Wait for the adjustor before touching anything, unless given permission by the Insurance Company to do otherwise.

In case of partial loss, it is wise to protect your property against souvenir hunters, et al.

3—Prepare an **ITEMIZED INVENTORY** of all items lost in the fire. Your adjustor will want this.

Depreciation will be deducted by the

Insurance Company on items of Equipment, Machinery etc.

4—SET UP TEMPORARY PRO SHOP AS QUICKLY AS POSSIBLE!

Your members will want to replace their clubs quickly, particularly if fire occurred during the golfing season. They will want a **GOOD SELECTION** from which to choose. If you can't provide this and **QUICK, someone else will!**

a.—Sit down and check your Manufacturer's Accounts in your ledger, one by one. List the items you will need from each manufacturer. Do it **PROMPTLY**, even if you have to sit up all night to get it done.

b.—Telephone or "Air-mail Special" your Orders. **TELL THE MANUFACTURERS ABOUT YOUR FIRE! IF . . . YOUR CREDIT IS GOOD . . .** your orders will no doubt receive special priority attention. You'll find that the manufacturers will treat your emergency with the same consideration you have given the manufacturers in the past! So it is all important to **KEEP YOUR CREDIT GOOD . . .** you may have to **bank** on it some day!

My insurance settlement check for loss by my pro shop fire, did not arrive from PGA All Risks, for more than two months after date of fire!

5—Send an **IMMEDIATE** mimeographed letter out to each club member, stating your regret about the fire and advising that you have set up temporary **PRO SHOP** at and will have a **LARGE AND COMPLETE SELECTION OF STOCK PROMPTLY.**

Also inform your members that they contact you to evaluate their equipment lost in the fire, for presentation of insurance claims. Members must itemize each article and state year of purchase. Depreciation is deducted.

Also suggest in this letter that members **TELEPHONE YOU FOR APPOINTMENT** before coming out so they may have the best possible **PERSONALIZED PROFESSIONAL SERVICE.**

Be available for day or evening appointments until the situation is eased.

Don't hesitate to send telegrams on special rush orders. Your members will appreciate this special attention.

Even with Insurance Fire Is Costly

Although you may have full and adequate insurance coverage, fire is still costly!

It causes countless headaches and inconvenience, both to pro and to members.

Although you may sell a few extra sets

of clubs immediately following your fire, remember that you will not sell to these same people for a few years to come!

Unless your club rebuilds the pro shop in record time, you will probably find that your temporary quarters are not adequate for conducting your business as heretofore. It is doubtful that you will have adequate facilities or space for rack service or for setting up your work bench and repair service. Without such service you will find that traffic through your shop is at a minimum.

Therefore you will not only be losing out on your service and repairs, but your usual amount of general sales will be considerably lessened. Yes, FIRE IS A COSTLY BUSINESS!

The Happiest of Careers Is the Pro's

By HARRY SPARLING

AFTER 53 years in the golf profession and still finding it as interesting, fresh and delightful as when I got my first job I might offer my own revision of the start of David R. Forgan's classic tribute to golf. You probably recall that Mr. Forgan's tribute begins:

"Golf — It is a science — the study of a lifetime, in which you may exhaust yourself but never your subject."

My version as a pro would read "Golf — It is the life—the joy of a lifetime, in which you refresh yourself from an ever-refreshing subject."

Here I am, with another season starting and feeling as eager as a kid to get to it and see if some of the new ideas will get my members playing par, take years off my own game, and again see that there are several "new" ideas that are old ideas in new words.

The great part of each new golf season is that as old as golf has grown it always seems young in the mind of golfers.

Young men who get into professional golf are fortunate. They are in a career of meeting and helping pleasant men, women and children and contributing to the pursuit of happiness. A career as a home club pro is a responsibility the really qualified professional sincerely and happily assumes. It is a privilege as well as a fine occupation rewarding in enjoyment and health and certainly not undesirable financially.

Many of the older professionals have been with their clubs for years. I didn't have that temperament, although I must confess that every time I went to a new job I felt a

wrench at leaving the friends I'd made and it's been great happiness to me to realize that I really didn't leave my friends but have kept them with me over the years.

I started as assistant to my brother George at the Dutchess G&CC at Poughkeepsie, N. Y. in 1901, then went to the Haworth (N. J.) CC where I was pro until 1907. From there I went to Brooklawn CC, Bridgeport, Conn., where brother George was pro until he retired after serving that club for more than 40 years. The next happy stop of the Sparling rolling stone was at the Manhattan CC at Hunter's Island, New York.

In 1912 I was engaged to take charge of Wright & Ditson's golf department in Boston and help the fellows who were doing a grand job of building golf in New England. In 1916 I felt the urge to get back on a pro job and went to the old Weatogue CC at Stratfield, Conn. Then I continued my service on a home club pro's counterpart of the touring schedule and before I came to the Lake Champlain club in 1943, I was with Taconic, Riverhead, Reydon, Nappanock, Warwick and Wolf Hollow. Four to six happy years at a club, then I sought new fields until I reached the most pleasant of all the pleasant places where I've been pro. Variety is the spice of life but when a fellow reaches a certain number of calendar years spice is not the most wholesome diet for him. After all, a fellow in golf must keep young by watching his diet, among other things.

The way I look at life thru the eyes of a pro golfer has kept me young. I still thrill to the happiness I see our members get out of golf.

The work you know and love and what you can do for the happiness of others makes a career in professional golf the finest career I can imagine. One lesson you've got a ten-year-old boy to whom you're teaching the joy of a good game, and maybe hoping he'll have the fame and glory of being a champion. The next lesson you're giving to a 75-year-old man who still strives to lengthen his drives.

The children you taught now are fine young men and women who remember you brightly and who have been enjoying years of health and pleasure from the golf you taught them. These things make the pro who's been true to his profession a rich man.

Happy and lucky is the young pro who realizes that he is in more than a business; that he's in one of the most glorious, most lasting occupations of acquiring and helping marvelously good friends.