

should be kept. How much is required to keep these records? Just a few minutes each day. Besides showing a lot of pertinent data they will also make you out to be what you are, a good business man.

When you write a summary of the year's work, include proposed improvements for the forthcoming year. The following is an example of what I mean:

Proposed for 1955 season as essential to the betterment of the golf course:

1. Paint garages
2. Repair clubhouse porch
3. Renovate back 18th tee
4. Continue to build compost pile
5. Add more sand to traps
6. Replace worn-out sign posts

The above are only a few of the examples for proposed work.

Give a copy of your summary to the green chairman. He will appreciate it; might even give you an increase in salary.

**Pro Public Relations Job
Needed with Salesmen**

By ROSS SOBOL

Professional, Westview Country Club, Miami, Fla.

The public relations job of professional golf, which is simply that of making friends, fans and well-wishers, is a long way from being as well done by tournament golfers as a group, as it is by the club professionals.

The reason for that isn't the competitive strain of tournament golf causing explosions of bad manners. A club professional also occasionally must contend with strains and as a self-disciplined gentleman sportsman control himself. Professionals in both departments of the sport are paid by the public and owe the public good manners.

Due to the professional's close contact with the public it is essential that he always conduct himself as a thoughtful and well-bred businessman and sportsman. He is always on inspection.

Under the pressure of our jobs at clubs there may be one very important detail of consideration for the public that may be overlooked, and that is in consideration for salesmen.

The cost of selling golf equipment concerns every one of us in golf. Any of us professionals who know about selling and distribution costs in industries realize that we have a problem in economizing salesmen's time and our own in selling to professional golfers.

Many times a salesman will call on a professional when the pro is out on the

lesson tee and has several lessons coming up without time between. The salesman either is brushed off or has to wait long — or, looking at that situation from the pro's side; the pro may sandwich his buying hastily between lessons and do a bad job of it.

Ever since I have been in pro golf I have made a rule of which salesmen who call on me are aware. I book them for a half-hour of my time, just as I book members for lessons. In that way they are sure of definite appointments and we can get our buying and selling done efficiently and in good sound deliberate business judgment, without making the salesman feel that he is in the way.

There are few, if any, professionals who give more lessons than I do and I am sure that if I can afford a half hour for a salesman and am convinced that the time pays me in good will and helpfulness of salesmen, as well as in the direct financial element of good buying, the practice is a sound one.

**Western Golf Assn. Meeting
at Golf, Ill., in May**

Officials of the Western Golf Assn. and other members of the association's Par Club which gives special financing to the WGA Evans Caddy Scholarship Fund, will celebrate the 25th year of Evans scholarships at a dinner May 21, following dedication of the Evans Scholars' village hall at Golf, Ill.

A weekend of golf at clubs on Chicago's North Shore has been arranged for the WGA officials and sponsors who will come from all over the U.S.

**Bill Brown, Pro Salesman,
Killed by Robber**

William J. Brown, 51, associated with Ernie Saybarac, and widely known among professionals, was shot, April 2 in Detroit, by a bandit, and died the following day.

Brown, formerly a sporting goods dealer in Detroit, made his residence at the Strathmore hotel, Detroit, most of the year, and at Miami during the winter.

He had no known relatives.

Brown was parking his car at night when the fatal shooting occurred. Before he died Brown told police he offered the gunman money but was shot as he reached for his wallet.

Saybarac flew to Detroit to arrange for Brown's funeral services and burial.