

1957 Golfdom Editorial Index

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Pro Business Good

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to retirement and insurance funds for these builders of the game. In 1958 the pro will have to face serious problems of increased costs of operation, competition from price-cutters and education of members in the benefits and obligations of doing business with the professional." Paul Haas, *Transit Valley CC, E. Amherst, N. Y.*

"Excellent coverage by newspapers supplementing continuous effort in pro shops to better serve members, an improved junior golf program, the Walker Cup matches and more pro exhibitions have increased golf interest and play this year in the Twin Cities area. Our problems of higher prices of golf goods and cut-price competition are going to be made tougher by the difficulty of getting and affording good help in the shop. Don Waryan, *Woodhill, Wayzata, Minn.*

"More rebuilt and new courses with more new players makes the pros' big and urgent job seeing that the newcomers get started right, not only in learning the game from a qualified PGA professional but in learning from this competent professional what to buy to enjoy the game and get the most for the money." Denny Champagne, *Dubsread CC, Orlando, Fla.*

"The most trying problem in operating a golf shop next year will be the same as it has been this year; the problem of obtaining and training capable assistant professionals." Leonard Schmutte, *Findlay (O.) CC.*

"Next year the pro is going to have to keep his overhead from rising. This means he will have to find, hire and school assistants who can help him cut costs and give high standard of service."

GOLF BAG TAGS

CLUB MEMBERSHIP TAGS
GREEN FEE CHARGE BOOKS
GOLF PRO CHARGE BOOKS
PUNCH BOARDS
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GOLF PRO STATIONERY
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GOLF COURSE SIGNS

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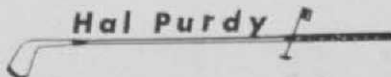
Reasonable Cost

DAVE NOSS

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Harvey Bunn Tualatin (Ore.) CC.

"A critical task for the pro next year will be determining what price balance of pro shop stock is best for his market." Dan H. Langford, *Oakwood CC, Enid, Okla.*

"I am looking forward to seeing many new municipal and private courses being built in New England. The municipalities especially should be far more active in building courses. These courses improve the value of land in the area and support themselves without burdening the taxpayer. The new highway system in Massachusetts should mean more course con-