


11 ways in which the pro can upgrade the work he's doing

Leo Fraser, president of the Atlantic City (N. J.) CC and of the Philadelphia Section, PGA, can speak with authority on the pro as a businessman. Leo's banker will tell you that.

In a recent issue of the section's publication, Fraser wrote:

The golf business definitely is on the upgrade. Let us upgrade ourselves with it and be better professionals:

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1. By making ourselves more valuable to our club.
 2. By dedicating ourselves to golf to the extent that we have all with whom we come in contact wanting to play the game.
 3. By improving our teaching.
 4. By becoming better businessmen.
 5. By having at least a basic knowledge of golf course maintenance practices.
 6. By not neglecting our own game.
 7. By getting along with people.
 8. By grooming ourselves neatly and stylishly.
 9. By taking a participating interest in our sectional PGA work.
 10. By visiting with other professionals and discussing mutual self-improvement and promotion of our clubs and the game.
 11. Specially planning for the future.

Fraser's success story shows that he applies the 11 points he recommends to other professionals. Each one of those has meant money for him. Leo is one of those professionals whose earnings and assets as a golf businessman put him in the financial top layer.

Pros themselves seldom realize it but the big money in golf isn't in tournament play but in owning, operating and developing golf club properties. The credit manager of one of the leading playing equipment manufacturers said recently that there are six pros whose individual assets were \$750,000 or more and that not one of them was very well known in golf outside his own district.

Discussion brought out the point that in each of these cases the professional had demonstrated unusual knowledge of all phases of club operation and was of conspicuous value to the club. This distinction, in some instances, attracted the attention of men who wanted to invest in golf property and needed managing partners so the professionals were given shares to be paid for out of earnings. In at least two other instances, banks helped pros finance purchases of golf properties that, if sold, would put the pro-owners in the millionaire class.

A banker, who loaned one of these professionals a goodly percentage of money needed to make the down payment on a course site and to get the course built, said that the pro was more than a pro; that the man knew golf business like the banker knew the banking business.

Which proves that Fraser's first suggestion to a pro — make yourself more valuable to your club — can upgrade a professional to the extent that in a comparatively short time he can become a wealthy man.