

The Professional's Place in Golf

By JOE NOVAK

PRESIDENT, PROFESSIONAL GOLFERS' ASSOCIATION

From the ice fields of Holland or the pasture lands of Scotland, regardless of where it came from, the game of golf has come a long way. And golf will go a long way because it is a medium for good.

A fascinating game, one that builds the body through healthful exercise and provides enjoyment and relaxation for boy and girl, man and woman, golf today is a "must" for every community.

When originally introduced into this country in the 1830s, golf was more or less a private affair. Groups had to band together to raise funds to build golf courses and clubhouses. The early pattern was exclusive by necessity.

A Community Asset

Far-sighted government officials since have recognized the advantages of golf to a community and public-park courses have developed in all parts of the country. Golf facilities also are available through privately owned pay-as-you-play courses. Driving ranges make it possible for the public to at least try its hand at the game.

All this adds up to the fact that there are more golfers in the United States today than at any time in the history of the game. There are about 5,000 golf courses in the country.

Now, where does the golf professional fit into this picture?

To begin with, a player needs clubs and he should know how to use them. Once he has clubs, they should be given proper care. When the player becomes more adept at the game, conditions should be provided to make it enjoyable. Caddies will be needed. Handicaps must be established so that the game can be played on an equal basis with others. Tournaments must be arranged to permit golfers to test their skill against others. Repairs are needed to equipment. Assistance may be needed to eliminate bad



Joe Novak

habits or faulty technique in the swing, to maintain the player's enjoyment.

Who, except the golf professional, can provide this service?

Some professionals, in addition, actually supervise the condition of the course. And the care of grasses is a profession in itself. The professional, as a rule, is also the public-relations man, meeting new members, arranging games, seeing that everyone's needs are fulfilled.

Is it any wonder, then, that the PGA is insistent on a five-year apprenticeship, or training period, for its members?

The PGA is desirous of making the game enjoyable for those who play it. It realizes that only a properly trained professional can carry out the numerous duties and demands that are put on a man in his position. Training under an experienced professional is about the only way this can be learned until such time as schools can be provided to

Continued on page 15

Mr. A. Cleveland Golfer

The Cleveland District Golf Association has conducted an extensive survey of the operating costs of 15 member clubs in order to establish standards for comparison.

While the information provided by the clubs was not complete in all respects, the resulting statistics enable Cleveland clubs to re-examine their own financial statements and also provide a tentative picture of Mr. A. Cleveland Golfer, the fellow who plays at a club halfway between the biggest and the smallest, the most and the least expensive.

Mr. A. Cleveland Golfer is one of 235 men members in his club. There are also 37 golfing wives, 16 individual women members, 10 juniors and 7 nonresidents. Eleven other persons hold purely social memberships.

He holds one share of stock in the club. His dues and initiation fee were \$600, exclusive of taxes, and his annual dues are \$216. He pays an additional \$25 so that his wife can play, and junior memberships rise from \$75 to \$100. Payments are on a monthly basis. Individual women, nonresidents and social members pay \$100 a year.

The club did not levy any assessment or increase its dues in 1948, and did not expect to this year.

When he brings guests to the club,

he pays a \$2 green fee on week days and \$3 on Saturdays, Sundays and holidays. If he uses a Class A caddie, he pays \$1.75 single or \$3.30 double. If he uses a Class B caddie, he pays \$1.50 single or \$2.75 double.

The clubhouse is well staffed. The manager is paid \$5,000. The chef is paid \$400 a month and his assistant \$275. The headwaiter is paid \$185 a month, and the waiters \$90. The bartender is paid \$225 a month, and his assistant \$180. They work an 8-hour day. A 10 per cent service charge is added to Mr. A. Cleveland Golfer's checks.

On the golf course, the club employs a professional whom it pays \$200 a month. It pays the greenkeeper \$300 a month and the caddie-master \$200 a month. Three men are employed the year around to maintain the course and buildings, and five are added in the golfing season. The maintenance pay roll is \$17,000 annually. The book value of maintenance equipment is \$12,000, and it is being depreciated at the rate of 10 per cent.

The club is open all year but serves no meals on Mondays. It offers a \$1 luncheon and a \$3 dinner. It charges \$10 for a locker. It provides the talcum for Mr. A. Cleveland Golfer to use after his shower.

Continued from page 14

teach salesmanship, golf instruction, tournament operation, rules, handicapping, caddie supervision, golf-course care and public relations.

The PGA will strive constantly to make every aid available to its members, so that they can more efficiently perform their duties. It will continue to promote the game through its tournament schedule, whereby the game is demonstrated to those who play and to those who are interested in it. The PGA's big promotions recently have

been the junior golf program, supervised by George Lake, and the golf-in-schools program, which has been proving so successful this year.

The PGA is aware of the importance of the golf professional to any golfing group, be it country club, public course or industrial league. It realizes that the position of a golf professional is one of duty and trust. It is proud of the way its members have carried on, but it looks forward to more golf each day and better service in all departments from its members.