



Members of the Bunker Hill Golf Club must walk past this attractive display of golf goods when travelling between the locker-room and the course. Its location increases business.

## Pro as Master of His Destiny

ARE golf pros looking into the future? Are the golf club directors giving thought right now which might effect the future of the pro insofar as his livelihood is concerned? Are the pros' salaries tending upward or downward? Are the pros keeping up with the procession in a business sense or do they expect the golf clubs to carry them as a necessary evil? Are the pros making themselves invaluable to the golf club or are they creating in the minds of the players the question, "Is the Pro Necessary?" Shall the pro hold a distinct and enviable position at the golf club or will his entity and identity be lost in the coming years?

Except for the resort and fee courses, golf clubs do not require advertising. More than one thousand of our four thousand golf clubs are so well known that they can advertise the pro rather than the pro advertise the club and since golf has made such great strides that it appears sure of becoming our favorite national sport, the pro has the greatest opportunity ever presented to the professional sporting class. Today there are more than 500,000 people who have the time and want to play golf. They will take lessons from the pro. They will buy clubs, balls, bags and patronize

the pro continually—providing he knows how to get their business.

When the pro takes a position with a golf club he is given a place of business rent free and has from three hundred to four hundred customers waiting at his door. To some he will sell \$10.00 in the first thirty days; to others \$100.00 worth of merchandise or service; the amount of sales depends upon the pro and the re-sales depend upon the pro but in the average club the pro has a potential and permanent business of from \$14,000 to \$30,000 staring him in the face if he but has the business instinct and desire to accommodate the wishes of those club members.

### The Prize Pro

To secure the maximum business, to make himself indispensable, the pro must be:

First—A merchant.

Second—A diplomat.

Third—A good golf player.

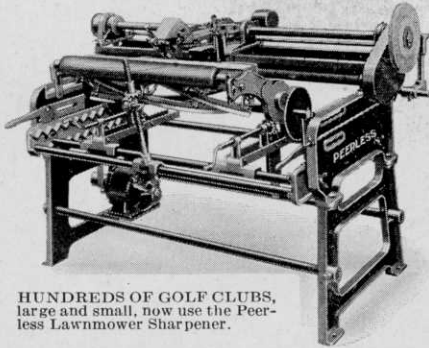
Fourth—A golf teacher.

Fifth—A friend of every member and above all must cultivate a pleasant, sunny disposition.

He must first be a merchant in that he knows the quality of goods to buy, the

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manner in which to display his goods, how to operate his shop, have sufficient sales knowledge to know how to approach his customer, and, having made his sale maintain his interest in the customer to the end that the customer returns to re-purchase. Just as service is worth more than discounts, the pro will sell good goods at established prices and the service he renders will be worth more to the club member than any discount possible for the member to obtain elsewhere. Having established the right point of contact with his club members, the good pro will pay his bills at the wholesalers on or before the due date in order that he may enjoy the same reputation with the manufacturers that he should build up at his club. Given a year or two to accrue a bank balance, the good pro will order his supplies on a C. O. D. basis to secure the lowest wholesale prices and the special service offered by all manufacturers to good customers. The good pro shop will be clean, orderly, businesslike, atmosphere pleasant and a feeling of service-above-self will permeate the entire establishment so that the members of the club will consider it so great a pleasure to do business at the pro shop they will not think of department stores or friends who can obtain wholesale prices.

The good pro, the successful pro, will be a diplomat in every sense of the word, realizing that he has three hundred and fifty to four hundred members and some six to ten thousand guests at his club that are just so many individualities, personalities and idiosyncrasies with which to match his ability as a merchant, employe, teacher and friend. When Bill Smith loses a golf club or misplaces one or leaves it at the 19th hole, it was without doubt taken out of the bag in the cleaning shop so it is up to the pro to locate this stick or at least use his powers to satisfy Bill Smith and send him out happy. Within five minutes Jim Jones will return with a perfectly good ball having a perfectly lovely smile across its face caused by the sharp edge of a mashie, mid-iron or niblick. Jim says he should get another ball gratis because this one is defective and Mr. Pro, if he is a good pro, will agree with him at least for the first two or three balls he returns in this condition and give him a new ball although he realizes the manufacturer would laugh if he were to present Jim Jones' claim. In other words, the good pro will know the customer is

always right and a little gift now and then to a member who knows he is taking undue advantage of his pro will result in only one thing, that is ultimate profit, good-will and consideration for the pro. Most pros do not agree with this paragraph but 95 per cent of the successful business men will agree because the business man deals only with those customers he earns and he does not have a Board of Directors who attempt to coax four hundred customers into his store.

I reiterate that the pro must be a diplomat. In his merchandising the good pro will not become a gold-digger such as we find at some resort courses where the transient trade is preyed upon by the pros who tell you your clubs do not harmonize with your swing, your pro does not know his business and you need a new golf bag or you cannot expect to reduce your score until he has sold you \$50.00 worth of clubs and has given you another \$50.00 worth of lessons while you spend a week or two at his resort.

### The Playing Part

The good pro must necessarily be a good golf player, else what is the purpose of the pro? If he cannot play the course under 80, how can he teach the members to play? And yet, the good pro will not spend all of his time out on the golf course because he didn't come there and expect to get a salary from his club just to play golf on the course. The good pro will be out on the course between seven and nine o'clock in the morning either practicing or playing to perfect his game, providing he does not have this time taken in giving lessons. If his club members wish early morning lessons, the pro will do his own practicing after dinner. He will be a good teacher in that he is able to study and ascertain the peculiarities of each member to the point that he can improve his game for him by short lessons and the recommendation of much practice on the part of the member to get the particular swing the pro teaches.

It will be the duty of the good pro to so interest himself in the other fellow that he will lose his own identity as it were, while teaching and make it his one and only aim to produce a good player from each and every student. We have seen so many pros stand up on the tee for thirty minutes and allow the student to hit ball after ball with the same impossible swing without getting down to the fundamental trouble which shows that either the pro does not know

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how to explain or does not care so long as he receives his pay from the student. While writing I am thinking of one particular, nationally-known golf player; thousands and thousands of men and women are proud to say they received lessons from this man and the reason is that in giving lessons he forgot himself entirely, devoting all his ability, all his ingenuity and all his knowledge to the end that his student learned the easiest, most adaptable and most correct swing possible with the native ability or rhythm in his physical body. This teacher gave himself completely to the making of the master out of the material available and so won the confidence and friendship of his student that he gave perfect satisfaction.

The good pro who is going to build himself into the club as a fixture of the club must so forget himself, his own likes and dislikes, his own partialities and oddities that he will seep into and become a part of the desirable quantities and qualifications of his club among the club members. Beneath his skin he may have dislikes but they will never appear above the surface insofar as a member is concerned. He will like all the members; he will be pleasant to all. The cheaper the member, the meaner the member, the more the pro will be called upon to banish his own desires to the end that he becomes a friend of everybody. He will never enter into an argument between members, he will never take sides, he will be a diplomat when it comes to an argument, he will show his equilibrium and sunny disposition to build up friendship, to build up his business, to work out his problems and become the favorite of all men at the club. He will be looked up to as a golf player, to be bragged of as a teacher and above all display a character beyond reproach. When the good pro has accomplished these things he is then building on a foundation securing his own future as a pro and will permanently combat the idea of having the golf club itself control the privileges of the pro shop or the proposition of the clubs hiring a mediocre man to teach on a salary basis while the club or some one else in the club manages the caddy department and the concessions as they relate to the course.

There is, perhaps, one thing I have forgotten and that is the pro's connection with the caddy master and the caddies themselves. In the good pro, the caddies, each and every one of them finds a friend—

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Larry A. Murphy, Manager

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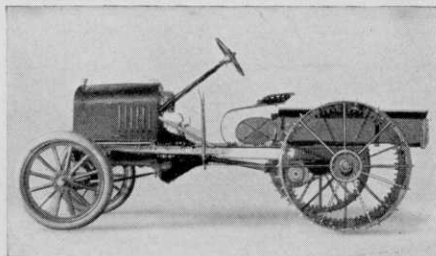
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the man who will teach them the game, rules and swing and with the good pro there will be no partialities as between caddies because he must see the weak spots in the various caddies and help them improve themselves. He will not usurp the authority of the caddy master but all caddies will be his friends and they will help him build a reputation among the members to the end that the pro becomes as necessary as the club itself.

The pro has another angle which is of much concern. The golf course is just as much an institution as the clubhouse and if the pro is to become popular, if he is to become a fixture, if he is to remain indispensable, he will make himself a devoted friend of the house manager and the greenkeeper. The pro will not cut out divots without having them replaced immediately and he will not try to lord it over the greenkeeper. He will assist the greenkeeper where possible and by no means will he ever complain of the greenkeeper's work to anyone else any more than will he find fault with the food or the services in the operation of the grill.

It is the pro's duty as the pro to build up a state of harmony throughout the entire club.



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If you lack time, or hesitate because you doubt, or are modest about your writing ability, don't let that bother you. Just a rough outline of the salient points of your article will suffice for our editorial staff.

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