

tions. The association work is done by elected and unpaid officers sacrificing their own time and energy and devoting to this work the exceedingly few spare moments a pro has during his busy season.

### Pro Bodies Co-operate

The national and sectional professional golfers associations are making rapid progress in their respective fields and it requires no great flight of the imagination to foresee the day when they will be recognized as a business man's organization, second to none. They are in harmonious relations with the United States Golf Association, the Western Golf Association and all other territorial associations with

whom they, as golfing organizations, come into contact. Much of this confidence has been established because they have gone quietly about attending to the things that concern them and doing their level best to put their houses in order. The substantial golf professional (and there are many of them) is weary of being unceasingly preached at by those who are most profuse with criticism and advice that unfortunately is lacking in constructive elements. He (or they) will go on however, in the future, as in the past, and the game of golf shall not lose anything by their steadfast adherence to the basic principles of their calling.

## Help Pro Buck Cut-Price Competition

WITH golf's comparatively recent great growth, there has come to many professionals a problem of bucking cut-price competition on golf supplies. With the older and more substantial clubs the pro's merchandising problem in this detail is not worth mentioning, for the members' business judgment and loyalty always give the pro an unbeatable "inside track" when his service, his merchandising, and his general business and personal conduct warrant.

In some of the clubs whose members are susceptible to the lures of the department store golf departments, the pro's loss of business has been so noticeable that the club officials have taken action to protect the interests of the man who is staking his livelihood on the prospect of a fair reward for his fidelity to his club job. One letter that was sent out to club members over the president's signature proved a tactful and valuable reminder that the club members owed their capable pro their business. This letter read:

### Protects the Pro

"—, the professional of our club, is paid a moderate retainer to give service to our members. As is the case in practically all clubs, the major part of his living must come from the profit he makes from the sale of golf balls, clubs, bags and other supplies, and from the lessons that he gives.

"Under good golf ethics, a member of a golf club patronizes his club professional when buying golf supplies, and thereby

helps his club to support a worthwhile professional—one who can be helpful to the members and a credit to the club. Do this and help your club.

"The profit that the golf professional makes on golf supplies is his living. He is entitled to it. Furthermore, it may be that any saving you effect puts you under obligation to someone who furnishes supplies to you at trade prices. This saving to you isn't worth the candle, and it takes away from your professional what he has a legitimate right to expect. Play the game—do the sporting thing, and give the professional his due.

"To have our club function in all its departments to the best advantage, there should be the most friendly feeling between the members and the club professional. During the course of the season there are many little things that the professional does for us as members, for which he makes no charge. Reciprocity in buying your golf supplies from him is helpful to the happiness of all.

"Very truly yours,

"PRESIDENT."

Griffith Bonner, the Kansas golf scribe, passes on to us another letter sent to all members of the organization. This letter reads:

"We know that every member of the Lakeview Golf club is anxious to do everything in his power for the club that a loyal member should do.

"Here's something that we all can and should do. Our pro., James Smith, is one of the best in the country—he knows his stuff like an expert golfer should know it,

and we are mighty fortunate to have him with us.

"Now to keep a good man here, he must have our patronage. You can get everything you need pertaining to golf from Smith, and the price will be right—so in the future when you need clubs, balls, or anything, please do your duty and get these articles from the club professional. He will appreciate your business, and you will be doing what you ought to by patronizing him.

"Another thing, when you buy a club from your pro you will be getting professional advice as to the kind of club best suited to you—this is of vital importance, because you can not do good work with the wrong tools, and when it comes to selecting golf clubs, it requires the knowledge and experience of a man like Smith to select the right clubs. Smith has qualified with the greatest professionals in the game, not only in play, but in the development of champions and in the intimate knowledge of fitting the right clubs to the player.

"Our professional is an exceptionally fine golf teacher, and if you want to improve your game, call him for an appointment and you will get a lesson that will be worth many times the cost in satisfaction.

"Let us all resolve in the future to practice the Golden Rule by treating our club professional as we would like to be treated if we were in his place."

In many cases such a letter is simple justice to the deserving pro. He is a beginner in the technique of strenuous competitive merchandising, and is ruled out by his position from importuning his members to buy more than their bare requirements. A member coming into a pro shop resents being "high-pressured" into a purchase, and the pro's selling reliance must be on a carefully selected stock of superior golf merchandise, so attractively displayed that it will do a good part of its selling itself.

Times without number the pro's services to his club calls for his presence away from his selling department. This faithfulness to all details of his job puts an additional penalty on his merchandising work. Considerate thought given to the pro's necessity of making a good profit from his shop will result in club action of a character that will secure for him the unwavering patronage of his members, providing he has a good stock and standard prices. Good pros are at a premium, and it is plainly noticeable that the leaders in the golfing profession are found at clubs where members are immune to the cut-price "come-on game" of the department stores or similar establishments.

## Good Trade Is the Pro's

Though such inroads into the pro's logical business make some noticeable dents at times, the effect usually is only temporary, and frequently is observed among members whose normal business with pro shops is below the average in volume. Fortunately the established and apparently permanent channel of distribution of the better grade of golfing merchandise is through the pro. Close buying of the merchandise distributed through the department stores in itself is fairly reasonable evidence that the manufacturer who is not getting the pro-sold goods margin of profit, or the sales benefit of pro recommendation, is not going to be so keenly careful about the quality or uniformity of his product.

The pro pays the price and the pro's customer gets the quality. The story in the hands of the able professional merchandisers is as logical as  $2 \times 2 = 4$ , and as convincing as a federal court sentence, but the younger man at the pro business accepts as unavoidable his loss of the business to which he is entitled by virtue of his capably filled club connection, curses fervently to himself, wonders if he'll ever be as "tight" as his members when he gets some money, and goes on with his job. Then the club officials wonder why the young fellow seems to have lost the love of his work he used to have. If they'll investigate the sales situation, they probably will get the answer.

## "Member Is Right," Is Successful Policy

By PETER HAUSEN

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TO insure successful club management first of all it is necessary to impress all the employes with the idea that we are here to please, and that members are always right, and that no employe should enter into an argument with a member.

When a diner wants a special dish prepared in a special way to suit his particular taste, the dining room attendant should tell the chef exactly how this member likes his or her food cooked, and as much as possible the chef should endeavor to prepare it that way. Of course, in large clubs this is not always possible, but in smaller institutions, this rule should be followed. When only the best quality of food is