

that the golfing public has changed and requires to be sold before buying. Credit in Southern California is now the business of the association. The wholesale houses furnish us with a list of delinquent accounts and the professional whose name appears thereon is answerable to his fellow members. We have found that a warning has been sufficient to straighten out most such situations.

Contrary to the oft spoken criticisms of our profession, we can safely say that golf professionals are assimilating business methods with a willingness which speaks well for their future in the stern competition ahead.

Assistant Is Important in Pro Success

By PAUL SCOTT

*Professional Montecito Country Club,
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IN going around to different clubs either to play or on business I have spent a few minutes in each golf shop, looking over the professional's supply of golf equipment and at the system of taking care of the members' clubs and of selling golf goods and assigning caddies to players. And it has struck me that in many clubs the efficiency of the professionals' assistants could be improved upon for the welfare of both the professional and the club in general.

Almost every day the professional is busy giving lessons on the practice tee or is giving a playing lesson or is playing a game of golf with his club members. And while he is away from his golf shop he should have an assistant who will look after the interests of the members and their guests just as well as the pro would if he were in the golf shop.

At many clubs the assistants do not keep the members' clubs cleaned properly. They may clean the clubs after the player uses them but if he should not come out for a week or two the clubs get dusty and probably rusty and should be cleaned again. In many cases the player comes out to play golf and as he starts off of the first tee he notices his bag and also the clubs are dirty. The professional receives a revenue for the care of these clubs and I think he should have an efficient assistant to this detail of the shop's operations.

Lax in Selling

Another place where there is a great deal



Chisholm Photo

PAUL SCOTT
Professional at Montecito

of laxity is in the selling and taking care of the golf supplies by the assistants. In many cases the assistant does not keep his stock clean and attractive and in selling a member anything does not care whether the member buys anything or not. In many instances the assistants are hitting golf balls down the first fairway in front of the golf shop and when a member or guest comes to play golf he has to wait until the assistant gets through practicing before he gets any service, and when he does it is given without thought so that he can hurry out and hit more balls.

There are a great many professionals who think that as long as they can shoot a wonderful game of golf that they can hold down the job with their clubs or, as they are good instructors and are busy giving lessons all the time their job is safe. But I don't think any professional's job is safe unless he sees that there is efficiency in every way in the golf shop and caddie system as well as his teaching and playing.

There was some discussion in a recent issue of GOLFDOM about certain clubs taking away part or all of the concessions from certain professionals. I can see justification for the cancellation of a pros' logical privilege when the professional allows poor efficiency to exist in his shop.

I think that a professional's duty is to his club members first. He should see that they are taken care of in the best possible way so that they will enjoy their golf and

recreation in the finest way because they are paying for it and because he is employed by them.

Some Star Assistants

If you should ever visit the Annandale Golf club in Pasadena, Calif. you will see real efficiency in the golf shop. The professional Jack Malley, and his assistants Aaron Vice, Cliff Shaw, and his club cleaner whose name I do not know, are all experienced men who give the members of that club real service. You never see them standing around smoking cigarettes or loafing. They are always on the alert to give the very best that is in them.

They greet the players with a hearty "good morning" or "good afternoon," and ask them whom they are playing with. In the next few seconds they have the clubs out and the caddies assigned and whatever else the players may wish for. This is what I call real efficiency and I think every club should have it no matter how large or how small.

But now I am coming to the main reason for writing this article. To obtain real efficiency in your golf shop the professional must pay *good wages* to his assistants. There are many many golf shops where the assistants are poorly paid caddies who are given such a small salary by the professional that he doesn't care for his job a great deal and cares not if he loses it. Therefore he is lax in his desire to give good service and even resorts to stealing petty amounts in the shop to make up a decent living wage.

But if you pay higher wages you can get better men who will give better service to your members and keep your golf shop in fine condition. In return for high wages you will make double the money you made from your golf shop when you had cheap help. In addition to their salary you could give them a bonus or a commission which would encourage them to sell your golf goods and also make them take a certain pride in their work and a better interest in their work because they will want to keep their job and will do what is right to keep it. Also they will make better golf professionals when they become professionals and will be a credit to the profession.

A member of my club once told me that he was at a banquet at which Andrew Carnegie was present and the toastmaster asked Mr. Carnegie to tell what he contributed his success to, in the steel industry. Mr. Carnegie said that he contributed his



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Here's some of the advanced fee-course advertising that pays and gives Willie Hunter a good slant on results of modern business methods in golf.

success to being able to hire the right kind of men to work for him. Of course the golf professional's shop is immeasurably smaller than was Mr. Carnegie's business but nevertheless it has its importance when it comes to the welfare of the golf professional and the future of the profession.

Indiana Greenkeepers to Organize, Nov. 10

Indianapolis, Ind.—Greenkeepers of Indiana will meet at Hotel Lincoln, Indianapolis, Nov. 10, for organizing a state greenkeeping association. Thirty-five of the state's greenkeepers already have signified their intention of being present at the dinner and evening organization session. President John MacGregor of the Mid-west Greenkeepers' association will address the meeting. For further details Hoosier greenkeepers are referred to Clarence Griener, 125 East New York ave., Indianapolis.