

# Some Slants on Successful Methods of Prosperous Pros

By Herb Graffis

In department harmony lies the foundation of successful management of a golf club and it is interesting to see how this harmony is developing. The old talk about the pro, the manager and the green-keeper having the axe out for each other is dying down swiftly to the credit and prosperity of all concerned.

At the Atlanta convention two casual instances showed how the wise pros and managers are standing together today. When the boys were at the Capital City club, Howard Beckett, that club's pro, proclaimed the abilities of the club's manager, W. P. Timmie, and on numerous other occasions boosted the stock of the able young fellow who manages the house department of the Capital City country and city clubs. "Doc" Treacy, pro at Woodmont in Milwaukee, also got talking about managers and set up Woodmont's manager, C. W. Braun, as an ace of aces. Doc told of a member ordering a turkey dinner party from Braun by telephone late one afternoon, "if it wouldn't be any trouble." Braun assured the member it was easy, but as a matter of fact, he had to dash ten miles into town and dig up some Al birds, rush back, have them prepared and ready for service when the diners came in. A hell of a lot of trouble and interruption of the schedule, but the member never knew it. It's Doc's idea, as a veteran observer of golf club operations, that a manager who combines knowledge of the job with a temperament that is unruffled in any emergency, is a jewel for a club. That's the kind of a man, he stated, his team-mate Braun is.

The dope is not untimely with this spirit of peace on earth coming around for its annual and all too short period of prominence.

Not in this world will the pro sell 100 per cent of his members, says Jack Patterson, veteran pro at Midlothian, so there's nothing to be discouraged about if you can't get them all to trade with you. Jack

is of the opinion that every pro can profitably check-up at the season's end, on the per capita volume of his business with the members. Then the pro can see from his records who was buying less than the average, and who more. Some study of these figures and the reasons behind them, give a good basis for the succeeding season's operations.

Patterson figures that he does steady business with 80 per cent of his members, and in talking things over with successful men in the retailing field who are members of his club, Jack says they regard his figure as an exceedingly high one. Active accounts to the extent of 80 per cent on any merchant's books, these other retails remark, is a wonderful showing. Ordinarily, in retailing business, they say 40 per cent is high.

John Inglis, pro at Fairview, can speak with authority on pro business activities for Johnny has been strong in this matter of pro selling for a long time. He maintains that the secret of successful selling in the pro shop is so simple that it's no secret at all. It's noticing the members. If you show a genuine interest in your members your sales will benefit, for any purchaser prefers to do business in a place where he is recognized as "somebody."

Johnny believes that a lot of the boys may be inclined to overlook this important and elementary factor of addressing each customer by name when he or she comes into the shop and showing enough recognition of their position as good club members to warm up the players toward the pro. Any other retailer whose salesmen could address the trade by name would capitalize this strongly, Inglis maintains, and he's right.

Eddie Gayer, who divides his pro working time for the year between the Los Angeles and Chicago sectors, has a policy of playing every Sunday with a different

foursome at his clubs. In this way Ed gets in with all of his members and paves the way for a lot of shop business. Eddie makes these Sunday foursomes a selling proposition rather than a gambling operation.

He is of the opinion that the pro is better off when he spreads his playing visits around like this rather than shooting with the same bunch, and his sales records confirm his belief. When the members want to gamble he lets them suggest it. He counters with a proposition that his time is worth \$10 an hour and he'll gamble that against the members' dough, so it will be \$20 or nothing for Eddie. In effect the round is a playing lesson and the members don't have the notion that he is sharpshooting for their jack. The policy has meant a lot of shop sales and a lot on instruction sales for Gayer.

### Agua Caliente Sets Stage for \$25,000 Event

ART SWEET, golf editor of the Chicago Daily News, and one of the few golf editors who can play without eloquent and appropriate apologies, diverts the attention of GOLFDOM'S editor from the serious matter of failure to receive Mr. D. Scotty Chisholm's souvenir program of the national amateur, by comment on Agua Caliente. This is the spot where the emi-

nent "Elbows" Diegel holds forth and where the pros will tear each other to pieces next January for the first \$25,000 pot in golf history. Certain references in Art's yarn indicate that a record gallery will be in the vicinity of the pro stars.

Mr. Sweet's apoplectic Corona informs the planetary system:

After the amateur up at Pebble Beach where Scotty Chisholm kept all of us visiting firemen talking to ourselves for a stretch of ten days I had to get away for a vacation so ran on down to San Diego to visit a brother who has developed into one of the usual type of Californians—talking weather and climate all the time. While at Pebble Beach Leo Diegel told me to be sure and run down to Agua Caliente and look over the place, telling me to look up Harry Pollak, the genial publicity man of the place. I did and Harry fixed it up for us to go down for a week end.

They are making great plans to entertain the boys down there in Mexico January 14, 15, 16 and 17. To those hombres (Mex.) \$25,000 means nothing when they want to put over something well worth while. They do things in a big way in that section of the country and out there the names of Wirt Bowman, Baron Long and Jim Crofton mean something. They are keen for this open tournament and although only Long of the trio plays golf the others know what it means in the realm of sports today.



This is the ninth hole of Agua Caliente. It's a 200-yard par three, seen from the tee. Looks simple in the picture, but it's different with \$10,000 first prize at stake.