

bulk of the golf trade, and constitutes a tremendously important element in the pro's future.

Members of a good private club are "fussy" people. They may make some allowances for the pro, but from operation under the management of one of the most successful merchandising establishments in the world they will expect perfection. Woe betide the enterprise if they haven't stars working for them in the shop selling.

Where the Pro Stands

The committee-man who is steering this new arrangement in its development stage is a highly successful business man.

While we were discussing the new arrangement I asked him if he didn't think it was rather a raw deal for the club's old pro who left when the new line-up was announced. The pro is a good man, obviously, for he had no trouble in getting another club in the same district a few days after he was in a position to look for another job. The club official's reply was to the effect that golf clubs these days are being compelled to operate in every detail on the basis that they consider would be most business-like in satisfactorily serving the membership. "In golf, as in any other enterprise," he continued, "there arise new conditions that may necessitate severing relations that have been mutually pleasant. Pros, as business men, must realize this and adjust themselves accordingly. Our club is in fine financial condition and we intend to strengthen its position in this respect. When the professionals can sell us on the idea that they do a resourceful and thorough job of strengthening the club's operating status, on the basis of satisfactory and highly valuable service to the members, then they are in invulnerable position with us, or any other club.

"It is my belief that the pro's big job in bettering his professional standing begins with making his members know he's a busy man, and a very important one, but doing it without showing an opera star's temperament. Members who are business men want to do business with other business men. If a pro seems to be taking things too easy on the job or have lots of time on his hands, the members notice it unfavorably. Even if a pro has time open he wants to conceal it. For instance, if there is a threesome starting off the first tee, he might ask them if they'd mind his playing with them. That gives him a chance to get "in" with them and

benefit from the sale of merchandise and lessons. At the end of the ninth he could excuse himself, saying he has an appointment. That would get over the idea that he is prompt with his appointment and that he has plenty of them. To a busy business man there is nothing more unpardonable than a pro being late for keeping an appointment for a lesson.

"Another place where the pro has to watch his step is against playing 'favorites' in the club. He has to study personalities in this matter and use lots of judgment for there's a lot of injustice done to pros on this account that they don't realize until it's too late.

"I think the pros have a wonderful chance for making more money than they ever dreamed of if they will devote more time and thought to selling lessons. In every club I ever heard of the market for lessons is sadly under-developed. If he can run a shop in keeping with the present day demands of members and get his lesson business built on the right basis I can see no reason why a pro can't net between \$6,000 to \$8,000 a season at even the *ordinary* metropolitan district club. That may not mean much money to a pro, but it seems to me that for seven months' work for a lad, it's a beautiful income."

ENCOURAGE the sons and daughters of members to play golf. Make junior memberships so inexpensive that their parents will not hesitate to sign up for them each year. Hold a junior championship. Thus you will be building up good golfers to represent the club in future tournaments and at the same time assuring a source of experienced players for future memberships as older members drop out.

ASOIL must contain 80 per cent sand to be classed as a sandy soil, but it need contain only 30 per cent clay to be called a clay. Hence, it is easy to change the texture of a sand by adding very little clay and silt; but it requires tremendous quantities of sand to change a clay into a clay loam.

THE first three or four holes of a golf course should be relatively easier than the average for the course. This expedites getting the players away during rush periods, since they will have time to loosen up and thus be better able to play difficult shots than if met on the initial holes.