

Club Officials Show Interest in Advancing Pros

By HERB GRAFFIS

IT may be simply a coincidence or it may be significant but at any rate I have noticed that those operating status is in good shape are those clubs interested in the welfare of their professionals.

Giving the professional encouragement in the improvement of his business situation means that the club is sure to get a good pro and benefit from the pro's deep and continuous interest in the progress of the club.

You can't entirely blame some of these pros who were hired at a figure that wouldn't provide a living and then disappointed at not getting some help from the shop concessions. They were given assurance that the members' loyalty and buying enlightenment was such that the shop ought to be a pretty good thing. Then the "buy it wholesale" evil and the failure of the club officials to acquaint the members with what is expected from them in the way of pro co-operation ruin every prospect for the pro. Maybe he has bought too heavily. A false and alluring picture of members' support has wrecked many a pro right at the start of a new job. Before he knows it, the unfortunate pro is listed in distressing figures in that "sour credit" record book of the manufacturers.

Part of the fault undoubtedly is the pro's. He may be a good man in many respects but deficient in those details of commercial temperament that must come into lively action when he is confronted by a selling dead stymie laid by indifferent members.

Officials Are Helping

More and more club officials are showing a sympathetic interest in this problem of the pros. GOLFDOM has cited the work of several well known clubs that are helping their pros to help the members. Two more cases worthy of note are those of Brentwood (Calif.) C. C. and Woodmont C. C., Milwaukee, Wis. Brentwood is a consistent plugger for its pro, Olin Dutra. Its latest

boost, printed in its house-organ, *The Brassie*, reads:

SUPPORT YOUR PROFESSIONAL

"Once more we ask our members to kindly give a little more consideration and thought to the purchase of golf clubs, balls and all accessories from our professional, Olin Dutra. Many of you do not understand that Olin's livelihood depends entirely upon your patronage. It is quite evident of late that some of our members have been purchasing elsewhere than at the Brentwood shop. Olin maintains one of the finest and most complete shops in California and his prices are always right and within everyone's reach.

"Visit the shop more often where you get real courteous service and come in contact with the man who is primarily interested in the welfare of the members. He will appreciate your patronage."

This Dutra boy never misses a chance to show a sincere and businesslike appreciation of his club's attitude toward him. In his story on winning the Pacific Southwest P. G. A. championship, printed in the club paper, Olin concludes:

"I am happy for Brentwood and myself in my victory, and wish, through the columns of the *Brassie*, to convey my thanks to the members of the Board of Directors who so kindly allowed me enough time to compete in this championship."

It is highly important that executive attention be given to pro support in the smaller clubs for here a good pro is really a vital factor in operation that pleases the members. It is difficult to get a first class experienced man to go to a small club unless he is sure of a decent income. Woodmont is a club having only 125 members. This exclusive and wealthy club is fortunate in having "Doc" Treacy as its pro and shows many another club the way to assist an able man to attain an annual income that will keep him as one of the main cogs in the club machinery.

Each one of Woodmont's members at the start of the season received a bulletin on patronizing the club pro. Copies of this



Here is a forecast of the big future of the pro market; a girls' class Fred Newhamm teaches at Greensboro, N. C. Note the good start of equipment.

bulletin are displayed prominently in the club's men and women's locker-rooms. The bulletin reads:

MAINTENANCE OF A GOOD GOLF PROFESSIONAL SERVICE

"Doc" Treacy, our professional, begins his fourth year at the Woodmont Country Club.

The major part of "Doc's" income is derived through the sale of golf clubs, bags, golf balls, and accessories, also through giving lessons.

During the playing season "Doc" is on duty early in the morning until late at night and we are sure, particularly if we have daylight saving, you will agree any profit he makes is well earned.

In addition to "Doc's" duties as club professional he also has assumed responsibility for the upkeep of the course and this is of great help to the grounds committee.

Patronizing our professional is the duty of each member and through this you make it possible for your club to have an efficient and capable man. At times there is a temptation to buy through other sources at reduced prices, but if your purchase turns out poorly, you have no recourse. On the other hand, when you purchase from "Doc" Treacy you not only receive good merchandise, but personal service, which is more satisfactory than the cost of the article itself.

The Golf and Grounds Committee ask many things of your professional during

the season and for which there is no charge. We venture to say every member does likewise. This alone is sufficient reason for you to patronize "Doc." You can be sure when you make a purchase from him or take lessons, his merchandise is right and his personal service very helpful. Therefore, won't you please co-operate with the Grounds Committee in following our suggestions to PATRONIZE "DOC" TREACY?

GROUNDS COMMITTEE,
Ralph Heilbronner,
Chas. Wirth.

PING-PONG, or table tennis, is returning to popularity after almost 20 years of comparative inactivity. The game is fast, and requires plenty of skill, yet is enjoyed by the veriest beginner. The investment needed to install a ping-pong table at the country club is nominal, yet its presence will often keep a member out to dinner in order to play a session or two of the game in the evening. Ping-pong is a subtle way to build house business.

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IF YOUR greens turn brown during July and August, make sure the trouble is really brown-patch before applying expensive chemicals. The trouble may be lack of water, soil impoverishment or chemical burning.