

satisfaction will pay out in the long run, even though occasionally it may be abused. Better to lose ten dollars on one transaction than to turn loose in the locker-room a member disgruntled over a dealing with me, whether justified or not. Such a man can give birth to a lot of misery for the unsuspecting pro.

"*One Price to All*" is the second plan I would fix firmly in my selling platform. The prices marked on the merchandise would be the selling price to the president of the club, my best customer among my members, and everyone else. At the end of the season, I might have a clearance sale to reduce the winter stock carry-over, but such a sale if I held it would be heralded several weeks in advance to all the members by means of a sign in my shop and maybe a letter to their homes.

My members would never be charged for nominal service such as wrapping grips, refacing woods, binding-up cracked shafts and the like. Nor would I accept tips for these little jobs. They take up very little time and the fact that I am eager to extend the helping hand in these minor and purely "service" matters cannot help but boost my standing among my members.

I'd let any member try out a club before buying it; in fact, I'd almost insist he take it out for a round or two. Of course I'd expect him to take good care of the club and either buy it or return it in good condition within a reasonable period, but I am sure more sales would result from this policy than a less liberal one.

The women golfers at the club would come in for plenty of attention from me, because I believe the greatest addition to the ranks of golfers at my club must necessarily come from the wives and daughters of members, and any interest I can arouse in the game of golf among the women will be bound to result in sales of golf equipment from my shop. There's no real added expense involved in cultivating women's trade, but the profits are there—why not go after them?

The same thing, although somewhat less important, applies to the juniors around the club. I'd go after the sons and daughters of members with all the interest I could muster. I'd organize classes, arrange one-day junior tournaments, appeal to the natural competitive spirit of youngsters. Golf is comparatively static as a sport to persons under 18—they like a game with more action. Nevertheless, they are going to grow into my customers

later on, so I'll not neglect them just because they don't represent an immediate profit.

If the caddies were under my jurisdiction, I'd "sell" the club on uniforming them if I had to put up part of the cost myself. I cannot help noticing that clubs where the bag-toters are uniformed have the best trained boys. I suppose this is because more discipline is possible under such circumstances. And, of course, I'd hold a caddie school once a week to educate the boys in the finer points of their job.

There are plenty of other things a good pro must do it if he is to appear 100% to his members, such as handling club publicity, running club events, collecting green fees and settling disputes over the rules of golf. But why waste space describing perfectly obvious chances for service? The good pro does them as a matter of course.

I suppose the various points I have dwelt on in this article will seem pretty trite to the old timers among the pros. And even a lot of the younger members of the profession will smile at the obvious elementary points I have brought up. Yet I venture to say that not one pro out of a hundred, young or old, established or beginner, gives his job all the attention to detail it can stand, no matter how ambitious he is to boost his income. And a pro's job is a *detail job*—let no one tell you different.

Instead, if pros will use this article as a sort of self-analysis guide, will "rate" their activity in respect to each of the points brought up and pick out the ones on which they *know* they are weakest, and will then concentrate on remedying these faults, I am sure a great deal of reformation can take place and added profits result.

JACK DILLON DIES AT CHICAGO

Chicago, Ill.—J. H. Dillon, for a number of years a popular figure in pro golf activities in the central west, died early in May at Chicago, after a prolonged illness. Jack was a grand little fellow and a host of friends lament his passing. Prior to engaging in the golf manufacturers' business in Chicago, Dillon was Chicago manager for the Burke Golf Co.

The business of the J. H. Dillon Co. is being continued by Mrs. Dillon together with the boys who were operating the place during Jack's long illness.