

How Good Pro Works As Club's Valued Asset

WHEN golf club officials realize what makes a first-class professional and the dollars-and-cents value of such a man to the club, then pro golf has a clear road to highly satisfactory status as a business career. If that happy time arrives somewhat prior to the moment Gabriel blows his horn there will be a real living income for the competent professionals and a complete elimination of the present problem of the "boot-leg" pseudo-pros hoodwinking officials into giving them jobs that good men should have just because the unqualified men will work for less.

GOLFDOM has made frequent reference to a pro going to a club job where some other pro was starving to death and the new man making a handsome income out of real service to the same members. It now strikes us that we have missed part of that story in not showing the influence of the right man in the right job on other phases of club finances. During the past winter when we had plenty of time to study club annual statements, we were impressed with comparing 1928 and 1929 statements of clubs that had hired for the 1929 season new pros who we personally knew were good business men. In no case did the club with a good pro added to the payroll fail to increase its annual income less than \$8,000. Each of the cases considered was that of an 18-hole club. The favorable effect of a good pro on club income is too invariable to be considered a matter of luck. It pays to hire a good man and encourage him to make some real money, for he promotes club interest, club business and results all along the line.

The smart pro consciously and consistently endeavors to make each member feel that this particular member owns the club that the pro's services are his personal property—and that by no means the least of the values of club membership is the pro shop and the pro's interest in the member's enjoyment and golfing progress.

Pros Developing Their Value

There is more being done in this direction by pros than club officials realize.

Most of the men who have been successfully in the same pro jobs for years are following the above stated policy with such subconscious smoothness that the members and officials possibly take the service too much as a matter of course to rate it at its proper value.

Jimmy Thomson of Mohawk at Schenectady brings out this point, when he says:

"I believe that in order to be of real value to your club a pro must have a practical experience in all departments which includes greenkeeping, club making, teaching, playing, caddie supervision, and must be an all round good salesman. The average club member is a good sport and if the pro at any club will show that he is at the club for the benefit of the club and also his own benefit financially, I feel sure the members realize he is a real pro. I have worked this out at my club here and I am safe in saying that practically every member patronizes me. I think you will find all pros that have been in position for years are men of this calibre."

Some indication of Jim's earnestness in serving his members is apparent in that Swingrite limber-shafted club invented and made by him. Thomson had the problem of getting his pupils to permit the clubhead to do the work. He has turned out a flock of first-class players as the result of this instruction aid he invented. The idea was prompted by his desire to give his members results from his instruction, rather than from the primary urge to make himself a capitalist. Hundreds of other good pros are working along the same lines. By the way, this limber-shafted club of Jim's is going good and a lot of the boys endorse it highly for instruction. He sells it for \$8.75. What its pro discount is, we don't know, so you'll have to write him about it.

Shop Shows Pro Service

Another New Yorker, George Pulver, pro at McGregor links, Saratoga Springs, emphasizes the business aspect of a pro's work for the club members by leaving nothing undone to establish his shop and

his service so they are considered next to the course itself as necessities for playing.

Value of impressing upon club officials and members the fact that the pro is an important part of the business facilities of the club is brought out by Pulver in his remarks on his shop.

The Saratoga Springs professional tells GOLFDOM:

"I have tried to keep my shop clean, well painted, and to have on hand the finest, most popular, and the latest golf creations obtainable. To this end I have searched golf markets, both in United States and Great Britain, for clubs, balls and accessories of every kind to which the fancy of my club members might turn. In addition to standardized merchandise, I have purchased novel and unique equipment in small amounts to create shop interest, and from time to time, I have added specialized instruments of precision to help me in balancing, weighing, or matching members' sets, and to better aid me in fitting them to their golf needs.

"Also I have tried to be zealous and sincere in the routine things, such as arranging tournaments, suggesting construction changes, encouraging the developing of young golfers, and in general being a golf factotum about the club.

"In short, I have tried to anticipate my members' wants, keep my mind open to innovations, and avail myself of technical equipment such as slow motion pictures and all other new wrinkles that might assist me in carrying on my profession. By constantly and feverishly searching for something new or better, instituting business practices in my shop, strengthening my credit rating by discounting my bills, I feel that my function as golf advisor for my club members has been very perfectly realized."

Newnham Promotes Play

Another pro luminary who runs a shop that is one of the tangible assets of membership in his club is Fred Newnham of the Greensboro (N. C.) C. C. Newnham has one of the best pro shops in the south and has so repeatedly proved that it pays a member to come out to his shop and have expert assistance in selecting the right golfing merchandise from a comprehensive and carefully selected stock that he is doing the biggest business of his 18 years' history at Greensboro. Fred went with the club as pro-greenkeeper when it was started in 1912 and it looks like the Newn-

ham name will be prominent for years to come in the "Pivot of the Piedmont" for young Fred, who was runner-up in the Carolina junior championship of 1929; is rated as one of the south's most promising players.

Newnham, pere, is a great believer in building up club interest by bringing down scores. Tully Blair, 1929 state champion, is one of Fred's pupils. Newnham has two group classes, one of 12 girls and another of 40 boys. A picture of some of these girls shows equipment that plainly indicates the youngsters are getting started off right. With the women's golf market growing rapidly Newnham is making sure that these subdebs in his club are not only going to develop into first-class golfers but into good patrons of his shop. A service like this, that extends the active value of club membership to the youngsters of the members is one of the items that go to make a good pro at bargain at any price.

Service Value in Selling

Freddie Canausa, pro at the U. S. Military Academy at West Point, and also connected with the Storm King club at Cornwall, N. Y., where his brother is in charge, is another one of the professionals who takes to heart the pros' responsibility of seeing that each player makes the most of his opportunity to play.

At West Point, Fred has charge of the 9-hole course and the group and individual instruction of the cadets. The potential generals do not have much time for play while they are at the academy so Fred has the interesting and difficult job of getting the youngsters well grounded and interested in the game in comparatively brief intervals. He aims to give them such a fine start that when they get to be captains and their top-sergeants do all the work for them the young officers will be able to cash in on the Canausa foundation. Right here is where the ability of the professional to select proper equipment for each play is emphatically valuable. It is Canausa's notion that the value of expert pro services in seeing that his members get the best clubs for their own special needs has a monetary rating at least equal to the cost of the clubs. That's part of the bonus the member gets for belonging to a club with a competent pro.

At Storm King, Fred and his brother make it a point to greet each member and

guest, and to nurse along club boosting so the membership situation will be favorably influenced. He sees to it that the caddies are made a part of the club's selling force so that each member and guest is never immune from exposure to the club's attractions while they are on the grounds. "If you handle your job so you make the members like you, you are making them like their club," is the way that Canausa defines his policy for making the pro a substantial asset to the organization. "Don't wait for the members to come to you. Go after them in a nice way with some sincere show of interest in their games, their equipment and their enjoyment of the club. Your officers have plenty to do in taking care of their own business burdens so if the pro will keep in mind his opportunities for lightening the club work of his officials and making their terms of office successful, he is doing exactly what the club wants done and what pays the pro greatest in the long run. It takes experience and tact to know just what to do in this respect without being considered presumptuous or nose, but a fellow has to have good judgment anyway before he is going to get anywhere as a pro business man."

These representative professionals have a real place in the array of assets boasted by their clubs and they are constantly on the job to make their worth to each member a tangible factor. That's what makes the pro picture bright these days. The merit of the good men is so obvious when officials really sit down and think it out that there is no lure to the false economy of a so-called pro who is not qualified by experience, temperament and ability.

There is only one real danger in today's situation and that is the tendency of clubs that have let themselves in for some sad experience with one of the false alarms, to get the erroneous impression that all pros would mishandle their job the same way. Even a little investigation of part of officials of these unfortunate clubs would show that the good pro is the rule and the "punk" the exception.

JACOBSEN HAS NEW CATALOG

Racine, Wis.—Jacobsen Mfg. Co., has issued a new catalog describing in detail its power green-mower. The book is a thorough job of presenting the features of the Jacobsen equipment, both in type and illustration, and makes interesting reading for those concerned with the purchase and operation of power mowers.

Stopping House Losses by Garbage Check

TO PREVENT glassware from breakage and loss, no glasses are placed in the same tray with china and silver. Special small trays are kept on buffets and on side stands and on which glasses must be placed when carried to the glass washers, separately.

Second, in stacking dishes on trays in the dining room, silver is separated from china and placed on one side of the tray. When the tray reaches the dish-washing room the layout is such that before it reaches the scrapping hole over the garbage can, the silver is taken from the tray first and placed in baskets for the silver washers. The tray with the china is then passed on for scrapping.

Third, it is absolutely essential that every bit of silver be separated from the china before it reaches the scrapping hole.

Fourth, a guard is always kept at the scrapping hole to prevent any items of china dropping through accidentally when there is a great volume of traffic.

Fifth, linen containers in the form of long baskets, more or less in the shape of those used on tally-hoes with a greater diameter and painted to match the wood-work or other color scheme of the room are distributed at different points in the dining room near service tables or buffets. No linen is ever placed on a tray of soiled china or silver, but must be deposited immediately in these baskets, which are emptied frequently into linen hampers located near the exit of the dining room.

Sixth, in whatever place your garbage is stored before it goes out of the building, a trough, similar to that used by contractors for mixing cement is provided. All garbage is emptied into this by an employee of the club who examines it minutely with rake or pitchfork, picking out any items which might have accidentally gotten by the garbage hole guard.

Seventh, after the garbage has been thoroughly raked over it is again placed in barrels and by this time the opportunity for any silver going out in it is very small.

Eighth, it is, of course, best to do business with a reliable concern when disposing of garbage and have an arrangement with them whereby your silver is returned to you in the event that any slips by.—*Club Managers' Assn. Bulletin.*