

Pro Shop and Its Service Rate the Club

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EVEN though the boys may be singing "Sweet Adeline" at the 19th hole, some of them still find time to voice bitter criticism of the club service, club personnel or committees. Whether justified or not this locker-room broadcasting invariably leads to the beginning of dissatisfaction.

Of course it is impossible to please all the members all the time. No club management or committee can do it. But when ninety per cent are satisfied the others will remain in the silent minority. As long as the human element in club management exists, and it always will, there will be a few members who kick about everything that is done. Unless something is done right at the start of such propaganda it eventually will lead to a general shake-up of the directors, the operating departments and frequently the club personnel. The only way to prevent such an uprising is to put the right man in the right place with the complete power to observe and manage as good judgment dictates. Such positions should be filled only by men of years of experience in dealing with the human side of club life and service.

The success of any golf institution depends mainly on management, to which there are three distinct parts. House management, golf course maintenance and pro shop service. Each is a highly important factor in the operation of the club and the best available men should be in charge of the respective departments. Clubhouse and course upkeep are more matters of accepted standards that the members have sharply defined.

Therefore, I am convinced that pro shop service is invariably an essential distinction highly responsible for the success of any golf club. The members get more per-

sonal service from the pro than any other department head in the club. When he fails the failure is quickly discovered and he gets fired. This is proved by the fact that nearly every club changes its professional far more often than the greenkeeper or club manager.

Pro Must Produce

In this age of higher efficiency the pro is called upon to be a diplomat, business man and golf instructor. And above all he must produce results. The successful operation of the golf shop is more and more requiring the service of a real business man rather than primarily, high golfing ability. The pro is no longer paid for his playing ability but for the service he renders in making everything a pleasure for the playing members. Many pros fail to realize that service is what they are getting paid for and what members expect of them. After all, the member joined the club for pleasure. And he gets his pleasure from playing and the service he receives in the pro shop at the beginning or finish of a round.

A club can only be as successful as its pro shop department. A number of clubs have failed to recognize this factor and have not been very particular in the selection of their professionals.

A high grade club, representing an investment of thousands of dollars and a membership of successful business men, certainly should be very particular about the professional they select to show the standard of their club by the service he renders. A man who knows the pro service from every angle, can operate a shop efficiently and can please the members, is a very valuable man. He is justified in receiving a good compensation. There has

been a tendency in many clubs toward a reduction of the pro salary and pro profits. Such clubs probably have never had a pro capable of giving real service. When clubs find it necessary to adopt a more economical program, there are many places they may cut before reaching the pro department. •We need more business professionals, pros who can score about 75 on any course and really understand the human element of club life and can offer real personal service to the club members in making club membership more desirable. We also need more clubs that will appreciate the value of such a man and keep him in demand.

Shop Service Leaders

I believe the following items are of outstanding importance in the successful operation of pro shop service:

1. A very courteous assistant must be in the shop at all times to equip the members with everything from tees to a smile.
2. Caddies should be neat appearing and well trained.
3. Efficient club cleaning service with special attention to see that every wood club face is cleaned, all clubs whipped and all loose grips rewrapped.
4. Never run out of standard make merchandise. The members may find additional service and convenience in a line of sport clothes. A live pro in some clubs will have to carry everything from umbrellas to shoe strings.
5. The pro should be on hand at all times for lessons or to entertain the members' guests by playing.
6. The weekly tournaments must be recorded and kept on file ready for reference. The tournament board must be kept up to the minute and the members frequently phoned reminding them of a certain match that must be played.
7. The handicap list must be carefully watched to see that no players wins an event with a ridiculous score.
8. The pro shop personnel must represent high ideals and be positive and practical in their thinking. They must believe in service above self. "He who serves best profits most," is the keynote of successful pro policy.

Boston, Mass.—Hovey & Co., 150 Milk St., have published their 1931 catalog of course supplies and equipment. It is a comprehensive and fully illustrated book and will be sent free on request.

Milwaukee Pros Show Smart Selling Showmanship

PROS are learning that advertising under their own control and some smart showmanship combine to have a favorable influence on their earning power. Some of the boys in Milwaukee have done nice jobs of stirring up golf interest during the winter and spring by means of lively publicity.

Francis Gallett and George Calderwood were booked for golf exhibitions in theater

FORE!
GOLF DEMONSTRATION
IN LOBBY OF
TOWER
THEATRE
FRANCIS
GALLETT
GOLF PRO. BANKERS BLDG.
THROUGH GOLF SCHOOL.
GEORGE
CALDERWOOD
GOLF PRO. at BOSTON STORE

ANTES
MONDAY & THURSDAY
JAN.
26 - 27
28 - 29

on the screen
BOBBY
JONES
WORLD'S
GREATEST GOLFER
in
ACTION

DRIVING-PUTTING
and TRICK SHOTS

COME AND SEE HOW
GOLF CLUBS ARE MADE

lobbies in Milwaukee and the event given publicity by extensive distribution of the handbill shown herewith.

One of the best looking folders advertising an indoor golf school is the job turned out by H. H. Webster for the members of North Hills C. C. and their friends. The hustling Webster fellow's folder has a picture of a piper on the outside, with the words, "Hoot Mon! Tak ae wee look inside!" The inside of the folder contained a good-sized photo of Webster and a well worded sales appeal and description of the attractions of the school.

The Gallett-Calderwood stunt shows a possibility for the smart boys hooking up with theaters for lobby shows at movies presenting the Jones pictures soon to be released. The tie-up ought to mean a grand ballyhoo for the theater and some welcome dough to pros with personality, showmanship and initiative.