

Handling Pro Job Right Is No Simple Task

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JUDGING from many years of experience, the club professional has a great many duties to perform, and I find that not one in a hundred members knows or ever tries to realize what the pro does. People are interested in themselves, so we can't blame them, I guess, for neglecting the pro. I listened to a great deal of discussion at the P. G. A. annual meeting and to me it's the same old story. Personally I'm inclined to believe that unless the club officials and the entire membership of a club is really made to realize the worth of the pro to their club there cannot be a mutually beneficial understanding. I fully believe that if a constant truthful propaganda would be started in a series of articles that would reach every golfer and every member of a golf club including newly elected members, showing them what the pro has done, what he is still doing and the value of his services to each golf club and individual player that the aspect would soon change for the better.

I wonder how many golfers, manufacturers, etc., realize fully what the game of golf would be today in the United States if it were not for the hard work of the golf instructor and golf club-maker who saw to it that players were instructed properly and that clubs were made to fit them so that their golf might be improved and so continue to remain members and encourage others to join golf clubs. Would the game have reached the height it has? I think not without the pro.

What would this game be in a few years if the golf instructors were made to give up? The game would surely deteriorate in a very short time and we would not have near as many golf clubs and therefore the whole golf industry would surely suffer.

A Long Time Learning

Golf instructors are an absolute necessity to a golf club in order that clubs may exist. The younger generation must be

taught and if not, golf clubs will soon find themselves without members. Therefore I believe it is the duty of all golfers to encourage the golf pro in his efforts and back him 100%.

A bonafide golf instructor should be considered a high class professional man, one that has given a great many of his young and best years of his life learning to play, teach and make clubs and also studying the best methods of caring of golf courses in general and for all this he certainly deserves a just reward for his efforts. To my way of thinking and judging by what other professional men that have not given nearly the same amount of time to their vocations earn, a golf professional's minimum earning capacity at an average first class club should not be less than \$5,000.00 per year, and one who is connected with a large club where he may have to have more than one assistant should earn much more.

What does the average pro earn these days? The average person feels the pro makes three times the pro's actual income.

How many players stop to think of the hours the pro spends at a club? A pro has to be on the job Sundays and holidays; he is more married to his club than to his family. How many pros go to church on Sundays? And why do they not?

Does the pro ever have a chance to take his family out on Sundays or holidays like most people? Do players realize that during the golf season and daylight saving time the pro is at the club generally from 8 a. m. until 9 to 9:30 p. m.

Deserves Member Support

The sooner the golfers learn what the pro really does, what he has to do, to earn his living, the sooner Mr. Golfer will buy his supplies from him, and will think a great deal more of his knowledge and necessity to the game of golf.

When golfers fully realize all of this, and too, to understand that by backing the

pro, they are saving money, by buying the right implements at the right price, the pro in turn will be able to give the members 100% service.

Does the average golfer at a club realize what the pro is continually doing for them? The pro has to be a diplomat at all times. He must not show partiality, he must listen to tales of golf with just as much interest when the 120 man tells it, as when the 80 man is talking. He has to teach players golf etiquette, rules and regulations, must advise them what clubs to use, and what golf balls to play with. If some one comes along and says, "Jack, watch my swing a moment, what am I doing wrong?" the pro must tell him. All of this is free of course. The pro at a club is really looked upon as the leader and a playing model, which to us is a great responsibility, and surely one that should earn a due reward.

I hope to see the time soon when the pro at a club is being looked upon as a major asset, and not just as a traditional fixture.

I do believe that it is time for the pros to show their members that they are trying to work for the members' and club's interest by giving them the best at the right price, and by so doing kill any feeling that some may now have that the pro's sole aim is money.

I've advocated for several years a diploma or a license to teach issued by the P. G. A. and I still am convinced that the sooner the pros have to pass a rigid examination before being considered instructors the better it will be for pros, golf clubs and the P. G. A. of America.

Meals by Reservation Only at This Coast Club

IN an effort to eliminate a dining room deficit, Alderwood Country club, Portland, Ore., now requires its members to make advance reservations for all meals, except at lunch time and Sunday and holiday breakfasts.

The new system is explained in the club magazine, the *Back Swing*, as follows:

"Hours of service: Breakfast, Sundays and holidays only, from 6:30 to 9:30 a. m. Luncheon, every day, from 11:30 a. m. to 2:30 p. m.

"All other service must be by definite reservation only. All reservations made will be charged to the member's account, whether all meals reserved are eaten or not.

"Special luncheons must be arranged one day in advance; dinners must be reserved before noon of day of service.

"Prices: Banquets to members and their guests, \$1.50 per plate; banquets to outside organizations sponsored by a member, \$2.00 a plate; special luncheons in the dining room, 75c per plate.

"Meals will be served at any time any day upon pre-arrangement. It is not the intention to refuse service to members at times not specified, but they must be content to accept service and food 'as is.'"

Anticipating dissatisfaction with the plan by the members, the report goes on to tell what a member can expect who suddenly decides to keep his guests at the club for dinner some summer afternoon.

"Unless you make reservation before noon of that day," the notice reads, "all you and your guest can obtain for dinner that afternoon will be ham and eggs or some other staple foods ordinarily on hand. Special dinner will not be obtainable, because, unless you telephone the office before noon, the chef cannot make the necessary purchases to provide for you and your guest. Perishable foods will not be kept on hand except as definitely bought for specific reservations."

Have you filled out the GOLFDOM Survey blank that was sent you?

If you haven't, please send us the information right away as this compilation of facts and figures on the golf season of 1931 is the only close-up of the entire field

Thanks for your help!

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