

Club Membership Situation Makes Good Pro a Prize for Clubs

SOME of the unattached professionals whose qualifications entitle them to good positions are complaining that many of the jobs open these days go to pros whose willingness to sign up for very little money—just to be called a pro—apparently outweighs every other consideration with their employers.

There is foundation for the complaint. It is a mystery why a man who would be reluctant about hiring a man for his own business just because the applicant is cheap, frequently takes the cheapest man when he is hiring some one for a country club job. It may be scant consolation for the good pros who are not engaged to know that the golf clubs are paying a lot of money to learn that the cheap man is no bargain, and that the lesson is being taught with great intensity and speed. Last season and the 1931 season have been valuable years so far as the future of pro employment situation is concerned because good pros have been able to show brilliantly their worth to their clubs.

It is getting so the pro at a privately owned daily fee course is a sales manager for the courses' play as much as an instructor and a merchant. In such cases the employer is penny wise and pound foolish to hire a man lacking brains, industry and resourcefulness, simply because the man will work dirt cheap. The live laddie on such a job pays dividends; the punk is the rankest sort of extravagance and a real peril to the future business of the establishment.

Private Club Competition Marks Pros

Many of the newer private clubs are not having the same easy time in getting members that they had a few years ago. Something different has to be done to get members, and in a lot of cases it is the pro who influences the signing of the prospective member.

Take a typical instance of a club member with a potential applicant for membership "on the string." The usual procedure is to take the candidate out to the club, play around, casually introduce him to some of the members, drink, eat and let it go at that.

In several cases in one of the midwestern districts, on-the-job pros tipped off their members that they would be glad to play around in the foursome without any playing instruction charge, when the members had a prospect in tow. When the member would call up and arrange this game with the pro, it occasionally happened that the pro had a lesson scheduled. Either the pro or the member with the prospect would call up the scheduled pupil and ask for a delay, explaining the reason. Almost every time the pupil was glad to postpone the lesson and feel that he was aiding the club membership drive. It was good business for the pro all around as it showed that he had such an interest in the club he was willing to devote some of his paid time to gathering a new lamb into the flock.

Playing with a pro generally is a novelty to the new club member or prospect, and it goes over so strong to have a pro showing interest in the club's high handicap members that the prospect is pushed toward the dotted line. Frequently the pro can put across a more impressive and subtle membership selling talk during a round than any member could present. This procedure not only helps the club to get members but it builds good business for the pro; no one buys better than a new member who joins the club as a friend of the pro.

Good Pro Hikes Club Income

By this team-work in membership solicitation the pro brings into the club a goodly sum of money in initiation fees, transfer fees, dues and monthly accounts. This year it is expected that clubs will see in pro aid to the membership drive another weighty reason for picking a good pro and letting him earn enough to make the job attractive to him.

The experienced professional's aid in making the club's competitive events more inviting and his helpfulness in passing along to his officials his observations at other clubs he visits, is shown in the recent action the Brentwood (Calif.) C. C. took with respect to Olin Dutra. How

