

Pro Job Today Must Headline Membership Campaign

By JACK FULTON, JR.

I T USED TO BE that a pro job was just a pro job and a fellow who was reasonably good at instruction and club repairing and a fair sort of supplier of the players' needs of equipment could get by comfortably. That day has passed and the survivors are the old-timers and youngsters who are active in competently handling the promotion of club interest and patronage by every conceivable means. Now it has to be the club first, or the pro finds himself slipping.

To the credit of pro golf it must be said that there are plenty of the fellows who are getting right in and pitching so they are highly valuable factors in solving today's golf club problems. One pro who is handling his 1932 job in a noteworthy way is Ray Hughes of the Portland (Me.) C. C. Ray is a graduate of the University of Illinois and deliberately chose pro golf as a good business career for an active and thoughtful young fellow. Maybe that's the tip-off. He is a good and studious greenkeeper too, for he believes that even if a pro hasn't the greenkeeping duties as part of his job he should know what it's all about and be a helpful comrade to the man in actual charge of course maintenance.

Let's get a load of the Hughes boy's ideas, for there are plenty of them that club officials, as well as other pros could use to excellent, timely advantage. Says Ray:

"I believe that the smart pros in every part of the country have come to recognize the women golfers as an important part of the golf business. In my shop I have a corner for women. Here there is a table with a vase that always has fresh flowers, a few chairs and some magazines. A dollar a month spent on the fashion or class magazines helps to get the women staying in the shop and get the buying urge. Right by this corner where they can wait to meet their friends is a display of women's golf goods. They can shop around in this stock and not have to ask 'Is this a woman's club or a man's?'"



Ray Hughes, Portland (Me.) pro who works to get members

This play to the women has a double-barreled action. Ray points out that although the women golfers are not organized to the same extent as the men they have a great influence over men's golf and can do a lot of helpful talking.

"Working on this theory," adds Hughes, "we get the women to bring members into the club. It seems to be a fact that you can get women organized for group action better than you can men. Consequently, in co-operating with the club and the membership committee, I send a letter to each woman member inviting her to the club for free class instruction providing she brings a woman guest with her. This in-

ducement brings them out. I conduct these classes once weekly during the spring for 5 or 6 weeks. The women guests are treated as 'one of us' and usually they come to all of the class sessions. Whether they feel obligated to the club or to me, I don't know—and it doesn't make any difference. Because they have been out to the club, enjoyed the atmosphere and club environment, it usually gets them thinking it would be nice to belong to the club. Then they in turn bring other guests. Women are great at economizing when they want to spend more money for something else, and before they know it domestic thrift has made it possible for the first installment on a club membership to be paid without being noticed.

Selling Talk at Lessons.

"Before the lessons I usually give a short talk about the various clubs and demonstrate a few shots. Some diplomatic remarks are dropped about the objectives of golf, pleasure, health, distinction socially, etc., and the women seem to go for this. I have found that making public announcements of forthcoming events at the club during the group lessons is a good thing. It shows the guests what is going on at the club and reminds them that if they belonged they could be taking part in the festivities.

"During the 6-week free group course I usually run a little tournament for the women members and their guests. This program brings in new members and helps to show the old members that the pro department is 'on its toes.'

"To any pro who criticizes the idea of the free group lessons on the basis that it's poor business to give something away that should command a good price, I can only say the critic is kidding himself. The women get to thinking: 'If I can make this progress in a class I would improve speedily with private instruction.' That results in them making plenty of private lesson appointments.

Everybody Profits.

"Now, more than at any other time during recent years, the pro must realize that new members for the club mean profits for the pro. New clubs and new equipment bought by members and their wives in the first flush of enthusiasm at belonging to the club is going to mean financial salvation to many a pro this year.

"When you think of the results that

usually follow this spring free class lesson for women it is a wonder that it isn't general practice at American golf clubs. The club profits because it gets new members. The member profits because his wife gets free lessons, and the pro profits because it boosts his sales of playing equipment and private lessons. What more could anyone want?"

There is another spot in the membership situation where Hughes makes a suggestion well worthy of consideration. He tells GOLFDOM:

"We all know that in the winter is when the members drop out of the clubs in the north and middle west. There is no lively incentive to golf club membership during the cold months, but the dues continue just the same.

Holding the Members.

"A successful plan that might be employed by more clubs is that of dividing the yearly dues into 6 parts and billing the members April, May, June, July, August and September while the golfing fever is raging. Then, when winter comes the member is paid up and will stay in the club to get his money's worth when the season returns. This arrangement also helps to get working capital for the club when it is needed most.

A Lesson Shop.

"Some of the pros, or their clubs, may be interested in an idea I am using this year. A portable shed, with canvas roof and canvas sides that may be rolled up, is going to be used as a teaching shelter. This is on swivel rollers which can be moved around on the practice tee. Every year pros lose a lot of money by cancellation of lessons because of rain. It also is an asset during the hot summer days in protecting the pro and the pupil from sun and by its comfort will encourage the player to take more lessons. I have seen something along this line used by California professionals and illustrated in GOLFDOM, but as I recall their shelters were only for sun.

"It is not hard to figure out that such a shelter will quickly pay for itself in reducing lesson cancellation and is another attractive part of the club plant because it permits the player to enjoy and profit from instruction when the hot sun or rain might otherwise keep him away from the club."

Hughes is not the hombre to ballyhoo his own praises. He tells of his work for

his club in a bashful and blunt sort of a way, holding the opinion that he's being paid to promote the club and please the members so anything special that he can do in this field is simply what the club has coming from him. Another job of boosting for his club and the game which will constitute a part of his early season activities is a series of radio broadcasts, and at the time this yarn is being pounded out young Mr. Hughes is digging through golf lore and dusting off his public speaking technique so he can put on a radio program that will entertain and allure the golf bugs.

CADDIE BOOM IS OVER

Catch Up to the Kids in Making Golf Cheaper

CADDIE PAY, which escaped cutting in most places last year, goes on a reduced rate this year.

In a number of instances last year the youngsters who were lugging double at the Saturday, Sunday and holiday rate were making more money than experienced adults who were laboring 9 hours a day at course maintenance.

At several places the kids have protested cuts by attempting strikes, and in one Ohio coal mining district where the miner fathers were out on strike the imitative progeny did lusty jobs of beating up the strike-breakers until piped down by force of numbers and "the law." Such instances are rare as usually the fathers of caddies recruited from what used to be referred to as "working class districts," are competing with their own sons for the golf work. Situation presents a delicate sociological problem.

Clubs, in few instances that have come to GOLFDOM's attention, have solicited adult caddies as a local unemployment relief measure. Efforts of some local organizations to give local unemployed maintenance and construction work on municipal golf courses has not been greeted with three cheers by many of the unemployed. In one Illinois city men who were supported by the city during the winter under an arrangement involving working off the credit on the golf course when weather permitted, ducked out on the deal when an attempt was made to acquaint them with shovels and rakes.

Representative clubs in the New York metropolitan district have cut Class A cad-

die rate to \$1.00 for 18 holes instead of \$1.25, the 1931 scale. Tipping means the caddie is barred from the course. Fairness to grown men employed on the course is given as a reason for caddie cut.

In some instances clubs are providing soup and milk for kids at a cost of 5 cents,

CADDIE No.	
Name	_____
Nickname	_____
Address	_____
City	_____
Phone	_____
Age	_____
What Size Cap	_____
School	_____
Church	_____
Condition of Health	_____
Experience	_____
Caddie Knowledge Test	%
Eye Test	%
Date	_____
<input type="checkbox"/> I Have Read and Understand The Caddie Rules	
Signature	_____
Remarks	_____

Chicago District Golf Association recommends use of this report card on each of the youngsters engaged at its member clubs. On the reverse is space for the kid's monthly record

in order to encourage the kids to eat nourishing food. The stunt, which was suggested by caddie-masters whose boys come from the poorer districts is one of the finest, unsung deeds of spontaneous and unselfish good sportsmanship any commercial phase of sport can boast, as a good part of a caddie-master's income in many cases comes from profit on soft drinks and candies. Generally the caddie-masters themselves have a hard time getting by with their own family requirements and to deliberately knock off some of their own little dough that the kids may be certain of having their bellies correctly and inexpensively stocked, is an action