

# Selling Golf Is Prime Job of Pro Business Man

By C. V. ANDERSON

**T**O A LARGE extent the pro is responsible for the membership condition of a country club and, strange to say, where a pro gets the least money—at the smaller clubs—he must play the largest part in developing the membership roster.

Where you find a successful pro you will find a successful club. On the other hand where a club is changing pros frequently, the financial and membership situation of the club almost always is in bad shape. It happens so often that it should impress on clubs the wisdom of careful pro selection on a basis that will permit him to make enough money to stay on the job and increase the membership. An increase in his own income, of course, follows.

In my own case, I know that I have brought a large number of players into the game at Hibbing because I am thoroughly sold on my business and the benefits it provides for men, women and children who play it. I boost golf and its delights, morning, noon and night in hotel lobbies, clubs, restaurants and at hockey games—in fact, every place I go. Why shouldn't I? It's my business and I like it. The club always can use good members and there are hundreds who ought to be playing golf but don't, simply because it never has been sold to them. The pro should be the master salesman of golf. If he isn't, he is falling short in his job and not giving his club what it has a right to expect from a good man.

## Study Selling.

Some of the pros may think they are selling golf when they brag about what they are making out of the game, but in addition to that being plain lying most of the time it is the poorest sort of salesmanship. Golf has suffered so much from being mistakenly known as a "rich man's game" that error shouldn't be kept alive by giving the impression that the sport has to support loud-mouthed braggarts.

I have known pros to boast before a half a dozen members, "Oh, I will clean

about \$2,500 this season," when the fellow actually finishes the season in the red; he never knows where he stands because he hasn't got a bookkeeping system that tells him what the score is. These boys figure what they take in, but get complete loss of memory about what they are supposed to pay out. The overhead expense, such as balls used, caddie fees, car upkeep, tournament expense, assistant and club-cleaner hire, and insurance, they forget.

Especially in smaller towns pros are thought to make 3 to 4 times the profits they actually make (if the pro is lucky enough to make *any* profit net). There is much damage done to the golf selling job by loose statements about pro earnings.

It would do the boys a lot of good to study their market and decide just what people would be the best prospects for buying golf by joining the club and taking lessons. I have noticed that the pros do themselves no good by going around with a high-rolling set that stays out late consuming corn and throwing around the bridge cards or the crap dice. A lot of these people already play golf and those that don't seldom are the type that are desirable to club membership committees or mean much income for the pro. The pro in the smaller towns may kid himself that he is in with the sporting set of "best people" when he caters to this swift set, but when he tries to pay off his outstanding accounts at the end of the season he finds out that he has left his dough in the roadhouses and is out of luck. Then comes to the young fellow the sad realization that he has been living high on the money that really belonged to some manufacturers and you see another promising kid gone wrong.

Frequently fellows who would have gone far in pro golf never get over the black mark of the first few years and end up as floaters drifting from one punk job to another. The sorry part of it is that many of these boys resent good advice and, as

I am no missionary, it is O. K. with me if they go sour in their own bullheaded ways, although it certainly does the whole pro cause no good.

### Enemies At the Gate.

The pro business handled by able, hard-working men creates enough sales to make other retail outlets rather jealous. They conduct a whispering campaign to the effect that the pro charges two or three times the right price and they often get away with this because the stuff these pro competitors sell is cheap junk, but the pro seldom has the opportunity to point out the difference between rubbish and pro quality merchandise.

Especially if there is much public course play in a city will these other outlets knife the pro business, doing it entirely on the promise that they are saving money, but seldom doing anything to draw new players to the game. The pro must do everything possible to encourage more people to take up golf. He must see that the newcomers get cheerful and interest attention. Women and children seem to be the easiest class to interest in the game right now although there are a lot of men who would find relief from business cares out on the golf course. Because of the quick interest women and children show in golf I think it's an especially good idea for the pro to pay a lot of attention to building up group class lessons, at least one afternoon a week without charge. In the smaller towns I believe it's a good idea to permit desirable people who are not already club members to have several of these group lessons free. It will help bring members to the club and eventually bring a good volume of private lessons to the pro.

The pro must emphasize his teaching and all-around duties for the club, especially the selling of golf, as his primary functions. Then his sales of clubs, balls, bags and other playing items will follow and he will be a solid and welcome fixture on the club payroll.

### Peoria Holds \$10,000 (Script) Opening Tournament

PEORIA (ILL.) C. C. opened its season with a tournament that reflected the bank holiday period. Securing from a bank note printer bills that were intended to be used for script, the Peoria Sports and

Pastime committee had printed "Five Hundred Bucks" on some of the bills and "One Hundred Bucks" on others.

Each entrant on the payment of 25 cents at the first tee was given \$10,000 of this phoney money. Grand prize was given to the player finishing with the most fake currency.

Details of the tournament, which were printed on a long red sheet, follow:

### Bets

Make up your own foursomes or phone Elmer Biggs—he'll fix up a game for you. Each foursome will divide itself into two teams and use the following system of scoring:

- 2 points for low ball.
- 1 point for low total.
- 3 points for a birdee.
- 5 points for an eagle.

(If eagle or birdee is scored, low ball does not count.)

Each foursome will elect a captain who is to decide all bets, all arguments and to keep time on lost balls. Captain will turn in money after the 18th hole—recording the total of high man in the foursome.

### Regular Penalties

Players incurring one of the following penalties must pay the sum named to each of the other players in his match:

- \$100 for playing into rough.
- 200 for playing into wrong fairway or hitting tree and bouncing into right fairway.
- 300 for out of bounds.
- 300 for missing ball entirely.
- 300 for swearing.
- 500 for swearing at caddie.
- 100 for stopping to look for tee.
- 300 for loss of ball—to be paid to each member who helps look for it.
- Hunting time—two minutes' limit.

### Special Penalties

\$5,000 for throwing a club (applies to Cass Salm only). \$100 for attempted use of cotton ball (applies to Tony Anthony only). \$100 for change of putting stench (applies to Jerry McQuade only). \$100 for hesitating at top of swing (applies to Quinn Castle and Ed Martin on first tee only). \$100 for use of any of the following stereotyped phrases: "I'll handle these cookies" (applies to Harry Black only); "Getting a little tired, Harry?" (applies to Mose Case only); "How's that one, Artie?" (applies to Geo. Pattison only); "Thank