

IF I WERE A PRO— Here's What I'd Do

Says
A VETERAN
CLUB OFFICIAL

SINCE NONE of us are butchers, bakers, or grocers we find it necessary to GO OUT after our business instead of waiting idly for customers to COME IN, so I say if I were a golf pro, I would see the advisability of SELLING myself to the membership in such a manner that the members would never buy their golf supplies elsewhere because they would be friends of mine and I would have done sufficient favors for them that they would not think of buying from stores or at cut rates.

I would make a practice of playing nine holes every morning with a twosome or threesome or even a single simply to check up on their games and help them to correct their faults, and I would do the same stunt every afternoon until I had played with every member of the club, had given TIPS on what was wrong with their swings and showed how they could reduce their scores. This would not only be a gratis service, but I would have them understand that they were favoring me by permitting me to play with them; and you know this is really the truth when you realize they are my employers and my bread and butter.

* * *

IF I WERE a pro I would try to somehow earn the money the club is paying me by helping the manager, (providing he was my superior, insofar as the directorate decreed), and insist kindly upon doing my share to make the club more attractive, for its members. I would not charge for my services to members unless they requested instruction from me, and I would attempt to play with each and every member at least once every year to help him improve his game. Instead of attempting to high-pressure him into buying new clubs, I would suggest re-shafting some, replacing

The writer of these notes is prominent in golf as an official of several well-known clubs during his long connection with the game.

He has intimate and extensive acquaintance with professionals and their operations and has been responsible for getting many of them their jobs.

There may be some argument about several of his ideas, but all of them are worth studying by the pro who is planning to do more valuable work in 1933 than he ever did before.

others, and conscientiously try to save money for him while earning money for myself.

* * *

IF I WERE our pro, I would not only work for the good will of our present directors and try to please them, but I would work as hard as I could to please all the members. Especially would I try to please the women of the club without being fresh or familiar. I would always make it a point to go out of my way to make them think a lot of me as a professional who wanted them to play better golf and not to work so hard while playing the game.

* * *

IF I WERE the pro at our club I would try to earn the \$3,000 I get guaranteed from the club by figuring I owe each member ten dollars each year and paying it back to him in lessons, or in part by seeing that the course maintenance cost is reduced by this amount because of my co-operation with the greenkeeper.

* * *

IF I WERE a pro I know I could increase the interest of our members by just trying to be human and taking a friendly interest in each member's game instead of trying to sell him something everytime he

comes out to get away from his financial troubles and business worries.

I would suggest something pleasant, show him a new trick or two I had just learned without trying to sell him something or trying to be as cold as I knew how, as has been the custom in the past. I wouldn't ask him to buy anything or recall last month's unpaid account until the 20th of the month, and not then, unless I had gotten close enough to him through friendship that my request would not lessen his good-will toward me.

* * *

I F I WERE a golf pro I believe I could see that I have two commodities to sell, i. e., my personal instruction services and golf supplies in my shop. Realizing that the club is paying me something for my services and giving me without charge a place in which to sell my goods, I would first attempt to repay with services in the interest of the club and its members for the salary I receive; then I would make it my business to go out of my way to make myself not only agreeable but exceedingly well liked by all the members so that they would think only of ME when they wished to buy something in the line of golf goods or those other things I have for sale. I would realize that I am not a member of the club and certainly not an official of the club, but an employee who is there to serve to the best of his ability, every member of the club, in such manner that they would insist upon my remaining at the club in case I received an offer from some other club.

* * *

I F I WERE the pro at our club, I would card index or have a book alphabetically indexed where I would list the name and both business and home address of each member of the club.

Underneath I would list his clubs, noting the missing ones in case he does not have a complete set of 9 irons and three woods. I would also make a record of their condition and age. If they did not match each other I would also make a note of this. Then I would make a note of his idiosyncrasies, likes or dislikes, the ball he prefers, the amount of his purchases from me, and have a good general record of him in every way so that I could plan a way for securing his good-will and friendship for me. One or two of his clubs might be too long or too short; he might not have mastered the use of No. 1 iron; for some

reason or other his No. 3 iron might not be used, or the shaft in his No. 5 be bowed and twisted or the head loose or bent back, etc.

Next I would know and list the address or club where he spends his winters so that when I learned just when he left for the south or west, I would write him calling attention to the things I told him during his lessons and telling him I wished him success and pleasure with his winter game.

In other words I would make each and every member know that I am interested in his golf game and the more satisfied he became, the happier I would be because he is a friend of mine, and one of my pupils.

* * *

HAVING been green-chairman, V. P., and now president of our club after being a member since its inception 18 years ago, I have seen eight professionals come and go because each lacked something our members or directors expect of them. I believe our present pro-greenkeeper is the best liked employee in the club, so I asked him to tell me his thoughts on what a pro should do to please the members and make his profession profitable.

Here are his views: "First, the member is my employer so he is always RIGHT regardless of my opinion or thoughts on the subject. I realize that I am here to serve him regardless of what I think or his biased views. If he is wrong, he will know it a second or two after I think so, and so far as I am concerned he is right if he says so.

"I have replaced free of charge, balls that have been cut by topping with sharp mashies, nicked balls which I would be ashamed to return to the manufacturer, re-wound clubs bought elsewhere by the member and put on new grips without charge although I knew those clubs never came out of my stock just to show the member I was not a piker while I knew he was cheating me.

"I have known members of this club who bought balls at so-called 'wholesale' somewhere and after permitting them to cheat me in replacements, or gratis service on clubs or balls, they brought me more business within three months than they would personally produce anywhere in three years.

"One member bought a wood club, used it two months and returned it to me all scratched and marred, saying he could buy the same club for \$2.00 less in a depart-

SKINNER SYSTEM
The
PIONEER and LEADER OF SKINNER SYSTEM
 NOW OFFERS CORRECT IRRIGATION
COURSE WATERING

The RAIN WAVE SPRINKLER mounted on riser with snap valve connection is especially adapted for golf course watering. Easily moved from point to point through system of underground piping. Effective, yet low in cost. Write for details.

THE SKINNER IRRIGATION CO.
 415 Canal St.

Troy, Ohio



At Hotel Cleveland the pleasant comforts of a fine club are combined with every service of the most modern hotel. In the heart of the city, Hotel Cleveland can be reached by covered passage from the Union Passenger Terminal and from a modern 2,000-car garage.

HOTEL CLEVELAND

1,000 rooms, every one with bath. From \$3 single, \$4 double. Servidor Service. Floor Clerks. Three restaurants, including popular-priced Coffee Shop. Send for folder and road map.

ment store. I accepted the return of the stick and two weeks later sold it back to the same man for \$3.00 less than the original price. Did I lose? No, I did not; that man knew he cheated me and brought six customers from other clubs, two of whom purchased full sets of irons and woods and three bought expensive bags.

"I have had many, or perhaps I should say several, members claim they had lost certain clubs from their bags while in my shop and I have always after making a search, invited them to pick out a club to replace the one stolen or lost here. In every case except one, the member either returned the club with apology or paid for it when he found what had become of his old one.

"I remember one case of a member who never bought anything from me, claiming he left his bag and clubs in my shop. They were not to be found so I loaned him a set for a week, at the end of which time I agreed to fit him out with a set of clubs and bag he selected. A month went by when he informed me that his wife had found his clubs in the closet at home, so he gave them to his son and paid me for the new set.

"Needless to say he has been doing business here since that time. I spend most of my time trying to earn my salary as greenkeeper and give lessons in the afternoon upon request of those who will not take lessons from my assistants, but all my help have had instilled in them the motto I claim made a success for me as a pro, 'The member is always right.'"

* * *

I F I WERE a pro I know I would realize that some pros apparently get a salary because it was a custom some years ago to pay pros and give them a place of business gratis so the club could boast having a pro who could play near par golf.

Knowing this, I would, without letting the directors or members know anything about it, study and watch, and stay on the job to learn about greenkeeping. Then I'd study management and service and keep my eyes peeled and head working to find out how to cut the cost of maintaining better golf club courses and clubhouses as well as running my shop in a way that would draw customers instead of chasing them away as some pro shops do. I'd pay my bills to the manufacturers in time to get the full discount every month.

I F I WERE a golf pro I would see just how best I could secure the friendship of the members. I would set aside some mornings from 10 until 12 to give free of charge group lessons to women members and to children. This would include every shot in the game, starting at the green with the putt and working back. Each of these mornings would be given for the benefit of those whose inclination to learn golf so they could enjoy it and a low score at the same time were in harmony with mine to help those who wish to help themselves. This I believe would produce many applicants for private lessons and show the members I am interested in them, so they in turn would be interested in buying from me.

I F I WERE a pro and in looking over our members' clubs found surprisingly few of them have niblicks in their bags, I would start right away and put four more loads of sand in the traps at our 18th green. Then I'd give FREE lessons on shots from traps. This would take about an hour every Sunday about one o'clock after the men are through and the women are getting ready to start out in their mixed twosomes. I know that not more than three percent of our men and none of the women can explode with accuracy or confidence from a trap at the green and I feel a pro can sell plenty of niblicks as well as give a lot of private lessons on this part of the game.

Humus Characteristics and Use in Course Maintenance

By C. M. MELVILLE

Grounds Supt., Fox Hills C. C., Wilkes-Barre, Pa.

HUMUS, AS IS USED generally on golf courses is primarily some form of decayed vegetation. Structurally, it is of amorphous nature, consisting of an earth-like substance very friable and ranging in color from a light brown to a jet black. It usually is found as the top layer of soil in peat bogs.

This substance called humus has been formed by chemical reactions that have taken place over a long period of time. Any form of humus must necessarily be of a very complex nature and made up of more or less undefinable chemical mixture of organic elements. The various substances found in growing plants such as cellulose, vegetable oils, proteins, resins,



Clover Banished! Brown Patch Stopped!

Science has perfected a new and modern way to treat clover and brown patch. In a masterful stroke, these two evils are made a thing of the past. Now with one preparation any greenskeeper can keep his greens in perfect condition. Clover begins to shrivel up in a few days and brown patch is effectively controlled. For better greens, be sure to—

USE TONAGREN

Prices and full particulars will gladly be sent on request.

P. & M. TONAGREN COMPANY

6324 BROOKLYN

KANSAS CITY, MO.

Coming to Chicago?

Chicago's most interesting hotel offers you unequalled luxury at low rates. In the heart of Chicago's Rialto with its brilliant night life—close to stores, offices and railroad stations.

UNEQUALLED
CONVENIENT
LOCATION
and
YOU CAN
DRIVE YOUR
CAR RIGHT
INTO HOTEL
SHERMAN
GARAGE

1700 ROOMS
1700 BATHS
FROM \$3



HOTEL SHERMAN