

These Times Call for EXTRA EFFORT

By N. N. R.

"THE LORD HELPS him who helps himself." Yes, sir! But that does not mean helping himself to what belongs to others, without giving due value for it.

I confess to being old-fashioned enough to think that we receive help, or return for our efforts, in proportion largely to the amount of help we give to others; to the extent that we give the best that is in us on all occasions. This is no new philosophy; it dates from the time the world began, and most of us really believe it too. But we need to have it pounded into us rather frequently, it seems, before it sinks in.

I had occasion, the other day, to visit a certain golf course, and was chatting with the club pro, in his shop. As is customary these days, he was bemoaning present conditions in our profession; the lack of pupils, the "tightness" of the club members with their money, etc., etc. Our discussion was interrupted by the approach of three members, all ready, apparently, for an afternoon round. One of them looked at me, hesitated, then addressed the pro.

"Hello, Skipper," he said, "How about playing a round with us—that is if you're not busy?"

"Sorry, Mr. Crawford," replied that dignitary, "afraid I can't make it; got a lot of things to do."

"Don't let me stop you," I hastily put in, "I am just leaving anyway."

"I know—but—some things I must attend to—," resumed the pro, none too convincingly.

Even before he had finished, the members had signed up and were on their way out, an unmistakable "t'ell with you" look on their faces.

The pro sensed the question that was on my lips and beat me to it.

Ho-Hum Attitude Is Fatal.

"Why should I go out with these punks?" he blazed, "they're just trying to get something for nothing; after free information,

that's all. They know I'm the pro. If they want lessons they can come to me and pay for them—that's what I'm here for. Took me a long time to get what I've got and I'm not handing it out gratis to anybody."

I was familiar with this line, having heard many of my brethren in the profession advance it time and again, but not being in the mood for an argument I took leave of him as quickly as possible and repaired to the clubhouse to complete my business.

Ten minutes later I was on the veranda, about to leave, when I spied the pro heading for the first tee, accompanied by two portly and important-looking gentlemen. I turned to the Club secretary, who had strolled out with me.

"Can you tell me who those two gentlemen are, about to drive off with the pro?"

"Why, yes," he replied, "Mr. Goldbar and Mr. Hoarder," then added, "They are two of our wealthiest members, you know."

I surmised as much but continued:

"And does the pro, play with them very often?"

"Why, yes, I believe he does—several times a week, I should say."

As I drove home that day I thought of that incident a great deal. The more I thought of it the more I became convinced that I could now put my finger on at least one reason why so many pros are peddling hard luck yarns.

Pro Must Cater to All Members.

Here was a good example—a first-class instructor, good player himself, agreeable when he wanted to be—in fact a pro with apparently all the requisites necessary to success; yet somehow he wasn't selling himself to his club members.

I recalled the disgusted look on the faces of the three members with whom the pro had refused to be bothered, and the acidity with which he set out when asked to accompany a couple of "big shots." I was tempted to turn round, go right back

There's no use kidding ourselves—golf pros, like everybody else, had a relatively easy time of it a few seasons past. There was lots of golf being played and lots of business at nice prices was floating into the pro-shop without too much aggressive solicitation on the pro's part.

But it's different today, brother! There is still plenty of golf being played, and the shop business is still there—but you've got to go after it with all the intelligence and energy you can muster.

There are some fine pointers on how to adjust policies to meet today's shop requirements in this article.

to him, take him by the shoulders, give him a shaking and say, "Look here, young fellow, get wise to yourself; you have the wrong slant on this thing. Your success here, or at any club, depends on the attitude you display toward the members—all of the members—." And I would tell him plenty.

We've all seen this egotistical and short-sighted type of pro. Here was one who couldn't see past the end of his nose; had not grasped the old truth that you receive as you give. He was willing to give nothing of himself except on a cash-in-advance basis, forgetting that many successful concerns have built up sale of their products largely by giving free samples.

Remember Human Nature.

Here was a golden opportunity lost. The pro had absolutely nothing to do at the moment to prevent him from playing at least nine holes with the three members who originally asked him. Had he gone out cheerfully, even if they were "duffers" trying to break 100, how tickled they would have been! A few helpful hints dropped here and there in a friendly manner, not pedantic, would put him in strong with them and in all probability he would create enough enthusiasm and encouragement in at least one of them that he would be signed up for lessons before the week was out. The same procedure repeated several times a week with different groups would work miracles. Human nature is the same the world over; there's a big thrill in playing with the pro to the ordinary golfer, and invariably he will talk about it and boost him as a swell guy. And, boy, how that pays dividends!

On the other hand if he chooses to play only with a few selected wealthy members, what does he gain? He may take a dollar or two from them one day, but they'll get it back the next, due to the too-liberal handicap he must give. And does he gain new pupils by repeating this performance from day to day? Foolish question!

Some Pros Are Doomed to Fail.

Before I arrived home I had been thinking of some other pros who were doing a lot of kicking lately. Some of them I have no sympathy for, as they haven't the qualifications necessary to make good at the game. They have not had a thorough grounding in the fundamentals and consequently are compelled to bluff continually. Of course it is only a matter of time with this type till they come "a cropper"; people can only be fooled for just so long.

Another type of pro who has no one to blame but himself for his present condition is the one who spends more time in the locker-room than on the golf course. You all know him—the convivial type; can't be bothered with playing the first eighteen holes, but never passes up an invitation to visit the nineteenth. He is not only unfair to himself; his actions bring discredit upon his profession and all of his brother pros.

Answer: Keep Alert, Keep Plugging.

This, above all times, is a time for building up, not tearing down; a time for a new deal in the golf business just as much as in the banking business, the steel business or any other. It is up to each branch of industry to set new standards; adopt new ideals, and never cease striving till these have been accomplished.

National and state organizations may issue inspiring pronouncements, but after all it simmers down to an individual proposition. Each one of us must personally see to it that we are giving everything we have in an effort to raise our own standards, seek new heights of ability and service. We must endeavor to maintain them.

What does this mean for the golf professional? Just this, I would say: First of all we should give ourselves a thorough, searching self-analysis by asking ourselves embarrassing questions and demanding honest answers. Secondly, having discovered in the process that we ourselves

are largely at fault (providing we have been honest in our answers) we should proceed along new lines and endeavor to erase the blunders of the past. This will not be easy; old habits cling, and we hesitate to cut loose from old methods, even though they have not brought us the success we had anticipated. But it has to be done, and the sooner the better.

Your questions will force several conclusions upon yourself, and most of them will be constructive. In your heart you know better than anyone else what your weaknesses are. Maybe it's the fundamental knowledge of your job; or your disposition; or your conduct; or lack of patience or tact. Whatever it is, dig it out. Correct it.

And about those club members. How about a change in your attitude so that all of them may become potential customers? They are, you know, if we give them a chance. Of course it means getting down off the high horse, getting out with them as much as possible, helping them a bit, sharing their troubles and their joys.

Remember the Women's Market.

And the ladies, God bless 'em; don't forget them. Many a pro's success has been built almost entirely on his work among the fair sex. You'll soon find that you are repaid a hundred-fold for every minute you devote to them. They are by far the best pupils. They are more conscientious about their lessons than the men folks; work harder between lessons on what you give them to do; are more loyal to you; are your greatest boosters. Furthermore, they are easier to teach because they have naturally, a smoother swing, and do not have the tendency to "smack" the ball that men usually have through their greater strength.

I would suggest that you organize them into three tentative groups, according to their handicaps, and run a weekly competition. Start out yourself with them and stay with each foursome or threesome, as the case may be, for two or three holes, giving each member a word or two of advice, then drop back and repeat with the next group, till you have shown them all you are personally interested in their progress. Each week advance the few top ones of each group to the next higher group. This creates a friendly rivalry and if you know the ladies you will realize how hard they will strive to reach that

next group. They have a keen competitive spirit and if they aren't progressing rapidly enough they'll be in to sign up for a course of lessons "pronto."

The same thing can be done with the men, though they may be somewhat harder to organize, for various reasons.

Hard work? Sure it is, but it's pleasant work, if you have the game at heart, and it will bear results which will be reflected, not only in your pride of accomplishment but in the old cash register as well.

And that's better than sitting around complaining, isn't it?

Another Open Lottery Picks on Pros as Fall Guys

BOOKS OF receipts for 12 subscriptions to a magazine with no definite date scheduled for circulation have been sent to pros, with the following letter:

Dear Sir:

Enclosed you will please find a book containing receipts for twelve subscriptions to the _____.

We are giving \$50,000 in awards as per schedule on inside cover of receipt book. You are to retain \$2.00 from the receipts of this book for your efforts; in other words you remit \$10.00 to us for book disposed of.

This is a medium of advertising, which is something new and will in all probability meet with the good favor of every golfer as there is quite an incentive for everyone to subscribe to such a live-wire magazine, as any one of these awards, right now, would help to defray their coming golf expenses.

In addition to the awards, we are going to give to the unemployed Professional Golfers fund a percentage of our total receipts, so try to dispose of your assignment, to help us make this a 100% success. Thanking you in advance for your efforts, we are,

Very truly yours,

Editor.

The PGA denies any connection with the enterprise and points out that it has condemned in the past every effort to tie in the Association with the promotion of any gambling affair.

Promoters of the stunt are not known from past association with golf activities in the city where they make their headquarters. A report obtained by the PGA names one of the promoters as having been in a jam with the law on a previous lottery.