



Hoblit has developed some juvenile stars in this year's kid class.

PROS SHOULD INVENTORY THEMSELVES

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AT the close of a year many businessmen take inventory. It is an idea the pro can apply to himself. In the pro business there are not the big stores, the expensive locations, the large and varied stocks of merchandise and the big payrolls of many other businesses. In the pro business the biggest and most important asset is the pro himself, so it is up to the pro to inventory himself to see how his business stands. He might as well do it now while the lessons of the 1937 season are fresh with him.

We hear fellows complain about the pro business. If they look into the matter intelligently they can determine whether the trouble is with the business so they'd better get out and locate in a new business, or if the trouble is with them and can be corrected by thinking and working.

Those of us who listen to our members tell of their business affairs know that there are troubles in every business. No businessman can avoid trouble in trying to make a profit. Maybe we weaken our position by dwelling too much on the general troubles in our business instead of trying to improve ourselves individually so we can handle the tough problems of our jobs.

What are we doing for ourselves individually is the most important question in pro golf today. Are we studying our own

business enough? The greenkeepers with their short courses at state colleges and their educational meetings give us a good idea of what we have to do to score par in the educational line.

I've been in golf since the age of 12 when I started as a caddie. As caddie-master, assistant pro, pro-greenkeeper and professional—and as a club member—I have looked at the pro's job and have decided that it affords a good career for a young man, but it's a dead-end for the fellow who thinks that it's an easy living and a place where one can get by with the minimum of unpleasant effort, study and self-denial. No one is going to help the pro who isn't doing all he can to help himself.

My first ambition in golf came when I was a high-school student in Lincoln, Ill. Bill Schwartz was pro there and I wanted to hit a drive like Bill did. I later learned that hitting the ball wasn't all there is to golf. George Ebbert took me into the shop and I began to learn that the member, not the pro, is the most important person at a golf club. George told me to always

remember that. As caddie-master and later as assistant pro and pro-greenkeeper I was constantly reminded that there's no place like a golf club to tactfully act like "the customer is always right" whether the statement is true or not.

Every pro has members who are difficult to deal with and who make unreasonable demands, usually through lack of knowledge rather than through meanness alone. Learning that early does a lot to help a young man make a success of a pro job. The knack of anticipating possible shortcomings and complaints in pro department service has to be developed. Older pros have told me of many cases where pro jobs were lost because pros got bull-headed about some matter that could have been handled to everyone's satisfaction by a pro who had the right attitude toward his job.

Realizing that a pro job is a responsibility and not an opportunity to show-off, I think is another important point the pro must check up on when he makes an inventory of himself.

People talk about Walter Hagen being a great showman, but when I recall how he acted when I had the profitable pleasure of playing an exhibition match with him, I will put Hagen's feeling of responsibility toward golf away ahead of his showmanship. He knew I had stage fright and he put me at my ease. He taught me how to do a better job of teaching by making the students feel comfortable. The courtesy and friendliness the Haig showed me never has been forgotten and the other great players who have something of Walter's fine manner toward the younger pro are doing more than they realize to help golf.

Pro's First Duty Is to Aid Golf

The pro's job is to help golf. If he doesn't do that first he is in a poor position to help himself. I believe that one of the best jobs pros are doing to set themselves in right is the work of junior instruction. From my own experience I will say that no pro needs to fear giving "free" instruction to junior classes because he feels that proper value won't be placed on such instruction by pupils and their parents or because he thinks he should be paid for what is really valuable time and hard work. If the pro doesn't get big cash returns eventually out of his junior classes, whether free or at nominal charge, then the pro needs to study his manner and

method of handling these classes and revise his work.

What I am to do with the juniors is to get them started off right. I teach them the proper grip, stance and to keep their heads in place. Most of the rest must come to them by imitation or intuition. You can't go into detail with the youngsters. They won't know what you're talking about. Show them, and they'll get it right away.

One of my 13-year-old class pupils, Betty Jane Cline, has scored a 39 on the par 34 Highland Park course and plays Bloomington CC (par 35) consistently in the low forties. She has gone on to Sandy Armour, a great fellow and a fine teacher, and all of us expect a lot from her if she continues her present interest in golf. One of our 10-year-old boys, Peter Elliott, has played a 39 on our course in competition, and always is in the low forties. Our other youngsters for the most part have developed so that their parents have taken a great interest in individual lessons for themselves. The kid classes were the greatest adult individual lesson advertising and sales idea I ever had.

The widespread success of progressive pros in the juvenile class lesson work has shown us all what is to be gained by looking ahead. We have a great business future in golf if we study ourselves and educate ourselves to deserve command of the situation, and don't waste our time passing the buck for unavoidable troubles in the golf business to someone else.

Pro Skeeters—Michigan pros are planning a skeet tournament at Kent CC, Grand Rapids, during the late fall. Pros are beginning to go strong for the sport as a fall and winter proposition. Some of them have done very well in shell sales to members.

Winter Tourney Dates

- November 16-19—Mid-South Professional Tournament (best ball and individual), Pinehurst, N. C.
- December 10-13—Miami Biltmore Open, \$10,000.
- January 7-10—Los Angeles Open, \$8,000.
- January 15 and 16—Santa Monica Open, \$4,000.
- January 21-23—Pasadena Open, \$3,000.
- January 28-30—Oakland Open, \$5,000.
- February 4-6—Sacramento Open, \$3,000.
- February 11-13—San Francisco Open, \$5,000.
- February 19-20—Bing Crosby Open, \$3,000
- Rancho Santa Fe Links.
- March 23-25—North and South Open Championship, 72 holes, Pinehurst, N. C.
- March 31 to April 2—Masters Tournament, Augusta Golf Club, Augusta, Ga., \$5,000.