

SERVICE IS HEART OF PRO JOB

By HERB GRAFFIS

IN A brief review of the high spots of pro business advancement this year, let's cite some instances. There are at least a hundred story tips picked up from observation of the pro scene this year that are scribbled among this writer's notes. As space permits, GOLFDOM will get to them. One of the standout points this year has been the ingenuity of many of the smart younger pros in getting local publicity for themselves. The kids are wise and working. They realize that this publicity is equivalent to the advertising space for which a merchant has to pay good hard cash.

Never before has there been a year in which able young fellows have exhibited so much industry and resourcefulness in making themselves and their abilities known to their communities. Radio talks, newspaper instruction articles or news tips phoned in, or sent in writing, from their clubs, appearances at free group instruction sessions, and business-men's luncheon speeches have been used extensively this year by the alert younger men in following the lead of their successful elders.

Williams Gets Caddie Support

On this subject of advertising, one of the smartest things I saw done this year was performed by Eddie Williams, pro at Bryn Mawr (Chicago district). By discreet attention to the caddies, Williams seemed to make every caddie in the place a propaganda agent for himself. Members kept hearing what a fine man Williams was and what Mr. or Mrs. X or the X's kids had been shooting after getting lessons from Williams.

That use of the caddies as an advertising medium is something generally too much neglected by professionals. The kids, properly trained and "sold" on the pro, can do a lot of valuable plugging for the professional.

Another thing that impressed me deeply was a remark made by Les Cottrell, New England youthful veteran, about some identifying marks of a successful instruc-

tor. Neatness and politeness, Les mentioned as vital factors in a pro establishing the sort of confidence that makes his instructor welcome and resultful. Dirty hands, finger-nails in mourning, and sloppy attire, Cottrell pointed out, make a strong negative impression upon the lady or gentleman who expects the country club niceties in each detail of club service.

One of the smoothest jobs of handling a club tournament that over-burdened course facilities was done by Fred Onoretta at Belmont Hills CC during the 1938 Wheeling invitation tournament. Problems of pairing, starting time and other details which might conceivably jam up the hospitable ambitions of an extraordinarily hospitable club, were handled with a smiling, calm expertness by the Belmont Hills professional. It was one of the season's best performances in showing that a smile and soft-voiced handling of potentially unpleasant situations are among the great assets a pro can bring to club service.

Something else I noticed at Wheeling was one of the numerous instances of the great public service being performed by pros at municipal golf courses. Bob Biery, pro at the Oglebay Park public course, through his work in constructing and managing this course, acquired a nervous breakdown from which, happily, he has recovered. But the fellow has rendered a public service of a value beyond appraisal.

Educating Assistants

This Biery case also illustrates something that Willie Hoare has been trying to push for several years—the definite, planned education of assistants to be qualified to step into pro jobs and thus assure golf clubs a supply of properly trained and accredited pros. Bob was

E. Leonard, one of the well-known Leonard brothers, and pro at Butte des Mortes GC, Appleton, Wis., suggests that golf play could be continued on a heavier basis late in the season if the problem of replacing school-age caddies were solved. Leonard suggests hiring unemployed older boys, and even men, if the local sociological and economic conditions warrant.

carefully trained by Alex Cunningham and Arthur Chapman, the two pros under whom he worked at the Wheeling Country club. Now the Biery success in handling his job reflects very favorably upon the men responsible for his education in the business.

How far Willie will be able to get in pushing his apprentice training idea into energetic utilization by the PGA is anyone's guess. Willie has been at it hard enough, writing scores of letters on the subject from the bed to which he has been invalidated for the greater part of 4 years.

One of the most significant stories about pro service that I've heard this year concerned Dewey Longworth. It's about a tournament that happened several years ago. Longworth was drawn against an amateur from his own club in a sectional tournament. His kid was hot, but Longworth, forgetting that he was a competitor, but instead, the kid's pro, in this event kept more interested in how his instruction was working with the boy than in Longworth's job of shot-making. The kid won, which snapped Dewey, for a brief time, out of his instructional attitude, but then it was too late to revise the result. Dewey had observed some flaws creeping into the boy's swing, so before they went in for lunch, Longworth took the boy to the practice tee for a corrective session, and straighten him out to proceed in the tournament.

That tale hit me as representative of the sincere pro's attitude toward his job.

Haberdashery for Service and Profits

There's another incident that sticks with me as having some significance. After the P. G. A. championship I got ready to break camp and found that my laundry had been sent out too late to get back before train-time. Being a free sweater, the shirts I had with me were all in pretty bad shape.

In the emergency I sent to Jack Patroni and out of his Shawnee-on-Delaware shop

came a fine shirt, at a reasonable price. How many pros made the most of such emergency service in adding to their shop profits and reputation for running a 100% service establishment, this season, by being stocked to care for member and guest emergency requirements of apparel?

At another tournament, the National Open, I saw Harold Long do one of the best possible jobs in handling the visiting pros and amateurs, as though each one of them had been personally invited by the club. That's one of the toughest of tasks and the way the young man handled it made me think about how important it is for a pro to give any of his member's guests some little attention that makes the guest feel like the whole lay-out was celebrating because it had been graced by the visitor's presence.

The same spirit was in evidence at the Denver Country club down the road where Johnny Rogers, his assistants, and the veteran caddie-master have a graciousness that makes the visitor feel like it's home-coming.

Denver Is Model in Cordiality

Folks tell me that the heavy influx of tourist traffic into Denver makes the residents more cordial toward visitors than you find people in most cities. Regardless of the explanation, the manner in which country clubs in the Denver district treat guests is something that pros in other parts of the country could study to advantage. The Denver pros and house managers have a happy knack of making visitors feel welcome, and they exhibit this talent in a manner that contributes greatly to the impressions visitors receive of the clubs as distinguished establishments.

A pro who handles that part of his job well is worth money to each club member.

Still another instance of pro cordiality that worked out exceedingly well for the pro's club, happened at Mohawk CC (Chicago district) where the pro, Lew Wal-

"Because of Johnny Watson's magnificent service and unfiring efforts at the Erskine municipal course, we have decided to honor his work by putting into circulation the Watson trophy for the winner of the South Bend City Junior championship." That's what Edward E. Mills, South Bend (Ind.) city golf association official said in announcing a new trophy for local junior competition.

A grand tribute to a grand guy, and an inspiration to other municipal course pros.

dron, frequently has inconvenienced himself to go 25 miles into the loop and fill in, without charge, on radio programs. Waldron also has been discreet, and acting in the interests of the club, in extending occasional playing privileges to radio talent.

When the club had its final party of the year radio stars came out and put on a two-hour program of entertainment in reciprocity. The bill to the club for talent in this case was nothing. If they had to buy it at the rates the performers are paid for their air time, the rap would have been almost \$2,000.

Summarizing the year in pro business, it seems that with all the political and legislative troubles pro golf has had and will experience before 1938 ends, the pros individually have demonstrated greater capabilities and energy in their business than they ever have before.

Consequently, the pros by their individual efforts have been able to offset adverse and unnecessary handicaps that were precisely forecast by frank observers of the pro situation.

Wages and Hours Legislation Will Slow Delivery on Delayed Orders

FORESIGHTED pros have been wondering whether reluctance of their comrades to do fall ordering of clubs for spring delivery will backfire on pro clubs selling next year.

Orders of golf, baseball and tennis equipment for 1939 spring delivery have been of larger than average total this autumn, but the one place where a slump has been in evidence has been in the pro ordering.

Club manufacturers are not sticking their necks out by advance ordering of shafts, and the shaft manufacturers' stocks are not going to be built up to take instant care of any rush demands, so present signs point to slow delivery on delayed orders.

What makes the 1939 situation different from any the pros previously have encountered is the new national Wages and Hours legislation. The law calls for time-and-a-half for overtime labor. The custom has been in the golf club manufacturing business to keep factory labor going almost around the clock in early spring, in order to make quick delivery on delayed orders. The time-and-a-half legislation puts an end to that practice, because the

wage bill would hike the prices of golf clubs too high.

Pros who have investigated the situation fear that delay of pros in ordering, and the early ordering by stores, may result in making a wide spread between the prices the stores will pay and what tardy pros will have to pay because of the increased cost of the time-and-a-half wages necessitated by pro need for quick delivery on their orders. The other prospect is equally disturbing. If the boys won't stand for the time-and-a-half premium, then they run the risk of waiting a month or two for shipment of their orders, and by that time the gravy may be skimmed from the impatient retail market.

Pros who have looked into the matter forecast that when the news gets around to the rest of the boys and they realize what they're liable to be up against, there will be a record rush of club orders in January and February.

Another angle of the situation is that pros who are not sure about their jobs next year, are placed in a difficult spot. If a club doesn't let its pro know early whether he is set in his job for 1939, the fellow may not be able to order his club stock early enough to present a satisfactory shopping assortment to the club's members.

You'd better look into this matter yourself, if you're a pro.

Golf's Origin Again—Hollanders got an opportunity to take up anew their "fight" with the Scotch on who invented the game of golf, when Rembrandt's etching, "The Golf Player," painted in 1654, was recently added to the Wrenn collection at the Art Institute of Chicago. C. J. Bulliet's article in the *Daily News* made point of the fact that while Rembrandt probably didn't play golf, he knew golf—and let all Scotchmen rave! Bulliet writes:

Hollanders claim they invented the game at least 100 years earlier than the Scotch, say around 1340, and point to the fact that a drawing in the British Museum of about that date shows three Hollanders with a "kolf" (club) and three balls. Scotland points to definite records of "gouf", "gowff", or "golfe", as early as 1440. In 1457 it became a "menace."

But notwithstanding all this "factual" historical dope, the Scotch still get the credit for starting the game in most peoples' books, and we'll let it rest that way.