

Hail Assistant If Shop Profits

By John Budd

CHECK the reasons for success at any professional shop and you will include the man or men behind the throne—the assistants. These servants are to be found at the shop early and late carrying out the program as laid down by their chief. Theirs is the burden of executing the many details of the pro's business.

A real responsibility rests on the pro when he is faced with the selection of a young man to act as his trusted helper. The wider values of fine character, good technique, winning personality and friendly attitude come to the front as necessary traits and qualifications.

Aid Is in Key Spot

As the head of your shop organization you must face the fact that the assistant in your place of business to an extent governs what your members and customers may think of you. They are likely to see the helper more often than the boss, with the boss being on the lesson tee or superintending course work. Member reactions to the general atmosphere of the golf shop may determine their buying habits. Your responsibility being to serve the members and sell them needed equipment for the game, it is vital that you keep check on their reactions, through competent assistants.

An efficient helper can lighten the burden of detail. He can swell the earnings by many useful operations. He can further pro interest among the membership and players. He can see that the shop becomes an indispensable part of the golf plant and can entrench the position of professional golf at his particular spot.

A lazy, insolent or careless assistant can shake the foundations upon which our profession is built and can prove the ruination of his employer. He can sink you in debt, snarl you in the scandal and gossip of idle tongues, and cause your failure as the golf builder of your club.

Guard against any assistant weakness by planning and working more with the boys who must carry your banners in the front line. Command their confidence and respect, yet show them every consideration needed for their happiness and content. They are subject to the frailties and weaknesses of any other human and must be

coached, driven, led and exhorted along the road to fair dealing and fine sportsmanship. You are the moulder of their future and should be their idol.

To his professional superior the assistant owes his finest loyalty and energy. To the assistant the professional must give the highest type of leadership and the strongest creed of sportsmanship. With patience and constant training a fine team-work can be developed that will radiate the finest precepts of the golf business; service, integrity and friendliness.

Louisiana Pros Form State Body

LOUISIANA pros have recently formed a new state organization to be known as the Louisiana Professional Golfers Organization, the purpose of which is to further promote interest in golf in Louisiana. Henry Thomas, City Park GCse, New Orleans, has been named president, with Jimmie Cole, of the Louisiana State U. GC, Baton Rouge, v.-pres., and Ned White, Broadmoor GC, Shreveport, secy.-treas. The organization, as one of its first acts, put on the recent Louisiana State open tournament. Fred Haas, Jr., a member of the 1938 Walker Cup team, won it.

The first Louisiana professional golfers tournament was held just three days prior to the birth of the L.P.G.O. Playing over the City Park course, New Orleans, Jimmy McGonagill of Shreveport CC defeated Jimmie Cole 2-1 in the final match. Cole was medalist in the event with a 72.

Dues in the organization are \$5.00 annually, and officers indicate they hope to become affiliated with the National PGA as the Louisiana section of that body.

DURING a discussion concerning possibilities in pro merchandising Jim Ewell, golf advertising veteran, said that a meat packers' campaign he was conducting drew, from 200 to 600 butchers grocers and their clerks to learn how to sell more sausage.

"If you can get that percentage of retailers out to learn about selling such a prosaic and highly competitive product as sausage, you would think that 85% of all the pros would attend educational sessions on such a lively subject as golf merchandising."