

Give The Members a 'Break'!

By Alex McIntyre

Pro, Edison Club, Rexford, N. Y.



ALEX McINTYRE

I differentiate between the various types of jobs a pro may hold by dividing all golf clubs into three distinct classifications: the high class clubs whose dues vary from \$100 to \$250 and up; middle class, with dues varying from \$30 to \$75, and municipal, daily-fee, and some semi-public courses (pay as you play layouts). I am a professional at a middle class type club, and my observations on the pro job and pro situation are taken from the viewpoint of a 'middle classer.'

I know that what I am about to say might not be applicable to a lot of pros, but I know that if many of us are going to make any kind of livelihood out of the game, it is becoming necessary for us to take advantage of manufacturers' close-outs and sell this merchandise at the same percentage that we get on the regular lines—and NOT at the regular higher price. That is where the supposed cut-rate stores get an advantage on the pro who thinks that here is a chance to make a little extra money for himself.

Members of clubs of the type where I'm pro try to save a few dollars also, and when a member comes to the club with exactly the same set that the pro was trying to make extra money on, the pro appears surprised and chagrined and curses the supposed cut-rate store. The trouble with him is that he wasn't smart enough to know that these stores make a reasonable profit, too. Had the pro been satisfied with the same profit, he in all likelihood, would have made the sale.

Applying Golden Rule

We must always remember that the members are exactly like ourselves, and we must always treat them as we would like to be treated. Give the member a break when we get a break and show them that we are trying hard to save them money, and are not out to sting them. You will be surprised at the immediate, hearty response you get from your members. They are not dumb, so why should we try to treat them like dummies.

Golf ball sales are one of the pros' biggest items, and I for one believe (in the middle class clubs) that the 75c golf balls should be sold 3 for \$2.00. All stores do

it—and that will be a means of getting the members to buy all their balls from the pro, and at the same time, will keep them in the habit of buying in the pro-shop. Granted, we don't make quite as much on the sale, but I believe in the old saying—"Half a loaf is better than none"—and I want a lot of half loaves.

I cannot see, just because a man can afford to buy a dozen 75c balls for \$8.00, that the less fortunate must pay \$2.25 for three balls. I will not charge that, because I am one of the little fellows who can't afford to pay much myself, and what I would like to get, I want to give.

Drives Business Away

I would not be surprised in the least if this has not had a lot to do with some of the "buy it wholesale" competition we're faced with, and I think that if we as a class understood a little better how the member feels, a lot more business would pour into the pro-shop—where it rightfully belongs.

I know I have worked along these lines for a long time, and I can honestly say that there is a noticeable kindly feeling between the members and myself. I think that if pros, who are faced with some of the problems as given here, would take the time to check up and perhaps discover that there have been times when they may have been a little too zealous for quick, or larger profits, that right there they will find the answer to many of their troubles. Cut price competition—baloney!

Managers Meet in Buffalo in '41—Club Managers Assn. 1941 convention has been awarded to Buffalo, according to word from Wayne D. Miller, CMA national secretary. Buffalo was awarded the convention following a meeting of the board of directors held at the close of the recent annual conclave at Detroit. Hosts for the 1941 show will be the N. Y. CMA chapter.