

# Diary Keeps Pro Pushing

By Karl Sutphin

THERE is a pro at a club in a moderate-sized Eastern city whose salary has been raised for this season. The raise wasn't much. It amounted to \$250. But the increase and the pro's income from lessons, sales and club-cleaning give the pro an income in excess of that of some of his members.

Such a situation normally is not without its danger to a pro. We mentioned this peril to one of the pro's officials who was proudly exhibiting his club's financial statement for 1939. Curiosity was expressed at the voluntary offer of an increase to the pro. "Aren't some of the members jealous of the pro? They can get a pretty fair idea of his income since the club collects accounts and shows the pro operations in its annual statement," we commented.

The club official replied, "He is in as long as he wants to hold the job. He knows how to handle a job so well that I've heard members talk to him about their own business problems."

That was a most unusual remark to come from an official of a golf club, but we later learned why it was made. By the pro himself we were told of a success secret well worth pro attention. The secret is simply a diary. This pro has been keeping one for more than 9 years, so he told us. GOLFDOM'S staff had an opportunity to examine this diary, in confidence. By pledging not to reveal anything that will enable the pro or his club to be identified, we secured the privilege of passing on a month's diary entries.

The date, weather, number of rounds played on the course, special events, sales and operating costs and purchases for the day were entered at the top of each page. Other data from the pages follows:

1 . . . Offered free lesson to each of two highest scorers ladies' day. Mrs. . . . , Mrs. . . . tied at 130 for 9 holes. First time out for any of them. Mrs. . . . wants 6 lessons in addition to her prize. Wants beginners clubs.

2 . . . University Club booked tournament for 25th. Arranged to sell them prizes. Gave them list of golf events.

3 . . . Men and women's handicap chairmen met. Arranged ball prizes for three

men and three women turning in most scores for month.

4 . . . Started class lessons for seniors at high school. See Mr. . . . to get Board to allow high school 4-man team to play 3 matches a month with out-of-town high school teams. Starting time 3:15.

5 . . . Put out putter display by practice green, offering free trials. Sold 4 putters.

6 . . . Drew mixed Sunday mixed foursome out of hat at lunch. Biggest Sunday lunch business club had for 4 years.

7 . . . Lunch with Mr. . . . , mgr. . . . Store. Got idea about changing location of ball case in the shop. Saw fly-casting short. Could use similar idea for a movie at the club.

8 . . . Ladies' day. Played with women who are trying for team. Booked 12 lessons.

9 . . . No smoking in shop for me and asst. . . . blew cigarette smoke in Mrs. . . . 's face and I saw a sale ruined by carelessness.

10 . . . Telephoned Mr. . . . and Mr. . . . and arranged a game with them. They are trying to fix a deal but are scared of each other.

11 . . . High school lesson. Mr. . . . asked me to talk to Parent-Teachers Association next meeting on golf and citizenship.

12 . . . On practice tee from 12 to 1:30 for free tips. Sign about service on bulletin board brought 35 to the tee for free dope. Twenty-one had never taken lessons. Booked 15 lessons. Mr. . . . and Mr. . . . say they're figuring on new clubs.

13 . . . First Sunday golfers breakfast. Had day's prizes on display in the grill. Also had boxes of balls and club boots for sale. Sold 3 dozen balls, 5 sets club boots before players went out to tee.

14 . . . Went to pro-amateur at . . . In the morning picked up 8 sets of lightweight woods and irons close-out discontinued models at the . . . branch. Will feature them for women beginners. . . . who played with one of his amateurs against Mr. . . . and me, gave me something to think about. He said all his pupils learn short shafted clubs much

better than woods and long irons. So do mine. Why?

15 . . . Two movies of ladies teeing off and some of approach shots on ninth. Mrs. . . . broke 100 for first time today. I should have a prize for men and women breaking 100 for first time. She has been taking lessons. She talks a lot. Mrs. . . . and Mrs. . . ., who have no use for Mrs. . . . signed up for lesson series.

16 . . . Played 9 holes with Mr. . . . and Mr. . . ., new members, and Mr. . . . and Mr. . . . who sponsored them. Mr. . . . was terrible and tried to blame it on his caddie. I kidded him out of it and bet the rest of them a half-buck apiece he would beat his 9-holes by 10 strokes the next time out. Next caddie training session I must tell the kids how to act when their guy is bad and passes the buck.

17 . . . Made up memo with (club manager) and (greenkeeper) on entertainment and golf program and letting trap to right of eighth be filled in, to give to board meeting. Rearranged shop display to give good showing to new shipment of bags.

18 . . . Rain. Took raincoats and spiked rubbers into locker-room. Sold six raincoats. Played in the rain myself to set example. Should have storm proof shelter for lesson tee.

19 . . . Free tips again as warm-up. It is making a hit with members. I should try it on ladies' days. Learned Mr. . . . is getting balls wholesale for his friends. Must make date to play with him.

20 . . . Started out at 3:30 in exhibition 9 holes with two boys and two girls from the high school classes. Three of the kids were members' children. Had a gallery of about 15. Young. . . . got a 39. That's great for him. Other kids had stage-fright, but little . . . was worst with 46. Not bad for her second year. Mr. . . . and Mrs. . . . asked me about giving lessons to their kids.

21 . . . Went to . . . and visited leading stores. The stores pay more attention to training sales people than I do. I must tell . . . more about how to handle the shop as my assistant.

22 . . . Ladies district team-matches. (Manager) and I arranged to give players tea between ninth green and tenth tee. It made a hit. Gave each woman scorecard, pencil and 6 wooden tees at first tee. Had display of new bags and new oil-

skin rain jacket, over-skirts and slacks on table at first tee. Gave caddies early session on being careful to do great job for visiting women.

23 . . . Got . . . to come over and play with Mr. . . . and Mr. . . . who has been getting balls wholesale. Knew that . . . as tournament big-shot would impress Mr. . . ., and told . . . what the idea was. . . . said to his caddie about every third hole, "give me a new ball." I told Mr. . . . that . . . had won so much money playing with the best that even in a friendly round he couldn't get used to playing with anything else. Tipped off Mr. . . . that I was selling balls in my shop for 35 cents that were same construction as balls that were being peddled at gyp prices as 75 cent balls. . . . asked me if any gypts had been making my members on ball business. I told him we weren't troubled much because most of our members were in businesses where they didn't want to encourage phoney price rackets or the gyping would back-fire on them. When we were through and were sitting around . . . said he was offered some cheap insurance that listened good. I said I would stay off it and keep with well-known companies and let the salesmen make a living. Mr. . . . is an insurance agent. I think . . . and I gave him idea of staying with his insurance business and out of the golf ball business. It was a pleasant game. Educational, too, in a nice way.

24 . . . Put on the movies I took ladies' day. After dinner the screen was put up in the lounge. Gave each woman favorable mention about some part of her swing. Used Hagen's old stuff of saying "your course is one of the finest of its kind" every place he played.

25 . . . University club tournament. An hour at starting tee. Another hour finding who won prizes. They bought \$85 in shop prizes. Helped give a selling talk to 4 membership prospects.

26 . . . Put ball display on table alongside starting and score sheets. Only one box of 3-for-\$1 balls displayed at a time. Sold 27 balls of different prices. Gravy business. Balls usually bought at shop before players come to tee. Must do this every Sat., Sun. and holiday.

27 . . . Ran new member vs. old event, average score per team member counting. Entered everybody who played, except guests. Old members won, averaging 92. Still need lessons. Lot of talk about event

at lunch. Will run husband-wife teams of old vs. new members later in summer.

28 . . . Took high school squad to .....s course for practice round after school. The kids behave well and replace divots. Went to Greenkeepers' dinner and meeting with (greenkeeper). On way home planned cup location to make course play easier on ladies' days and Saturdays and Sundays when mostly members are playing.

29 . . . Ladies day. Gave them lecture and demonstration on common faults, after their lunch before they started their bridge. Was kept answering questions for an hour.

30 . . . Decoration Day events worked out as planned. Six prizes won by men who haven't won anything for last 2 seasons. Displayed on bulletin board pair of golf sox and can of foot-powder as prize for Civil War golfer who came nearest to going out in 61 and back in 65. Mr. .... won it with 62-60. He is a new member. Got very drunk and jolly bragging about first golf prize he ever won. A lot of laughs.

31 . . . Shop sales, lessons and club cleaning, 14 per cent ahead of same month last year. Expenses 5 per cent higher. Two sets of men's clubs and one women's came into shop, bought outside this month. Checked up on sales prospects by looking over clubs in bags in rack.

## Ball Trade-In Offer Knocks Out Store Sales

JOE FRASCA, assistant to Johnny Inglis at Johnny's winter job at Aiken (S. C.) GC, has an idea worth considering. Joe suggests that pros who are having trouble getting what they think should be their share of their players' ball business, put up a shop sign reading:

*Trade In Your Old Golf Balls  
10 cents per ball allowed on used balls  
When applied on new ball purchases  
of 75c or 50c balls.*

Joe admits that the 10c allowance may be plenty generous in view of what the pro can get for used balls, but as a proposition for getting ball business away from cut-price stores, the deal may be justified.

He believes that the trade-in offer at the start might be applied to all balls, but after a month or so of use the sign should be changed limiting the trade-in

to 50c and 75c balls bought from the pro-shop. In making the change Joe suggests that the shop sign carry, in smaller type, something on this line:

"Due to quality and price standards of balls sold to our members by retailers other than this pro-shop being misrepresented by the sellers, the ball trade-in allowance of 10c per ball hereafter applies only to balls bought in this shop.

"Golf balls are honestly priced by the pro.

"Protect yourself against golf ball so-called bargains that gyp you in money and performance, by buying standard balls at lowest prices through our old-ball trade-in allowance."

Frasca is confident that many who now use balls that are pretty well marred by several rounds of play would take advantage of a trade-in offer.

## Clubs, Bags, Cash Result from Wooden Cup Tourney

WOODEN Cup tournaments held by Chicago District GA member clubs during 1939 for the development of junior golf, showed results that were very encouraging, according to a report by Mel Keim, Chicago District GA official in charge of junior promotion.

From 14 C.D.G.A. clubs and from other sources, the Wooden Cup tournaments brought in a total of 740 golf clubs, 38 golf bags, and \$61 cash. Considering the fact the tournaments did not get under way until late in the season, the results of the contest appear even more impressive.

Purpose of Wooden Cup tournaments is to get used clubs from adult players for use of students in high school golf classes. Plan, as worked out successfully by the National Golf Foundation, Chicago District GA and physical education dept. of the Chicago Bd. of Education, calls for entrants in the tournaments held by the various clubs to pay entry fees in the form of one old club or \$1. Clubs are re-conditioned and given to high school physical education department; cash from entry fees is used to purchase golf equipment for the students. Prize of the tournament is a wooden cup, made by manual training students at high schools.