

Be a Pro in a Professional Manner

By JOHN BUDD

CONFIDENCE in personal ability marks the connection between any professional man and his client. This confidence is maintained in many ways. Not the least of these is the neatness and bright cheerfulness of the office or other business spot where service is rendered.

A certain osteopath lost much business from the women of his little city because he did not keep freshly laundered gowns for his patients' use.

Many doctors and dentists have suffered losses in revenue because their offices did not show cheerfulness and thorough cleanliness. Small expenditures at various times would have meant money in the pocket for these professional men.

Professional golfers are in business at clubs where the appointments are keyed to comfort, cheerfulness, and beauty. It seems necessary then that the pro-shop, repair department and the lesson tees conform to other surroundings at the club.

Pro Must Merit Confidence

If club members are to recognize their pro as a real service factor in club life, the pro must do his share to merit complete confidence and support from his members. An easy way would be to start by trimming up the shop and making it as neat and cheerful as possible. The pro's wife can be of great assistance in suggesting changes that might make a world of difference in lessening sales resistance.

Last summer I entered the shop of Ralph Hutchison at Saucon Valley CC, Bethlehem, Pa., and was immediately carried away with the home-like and yet "exclusive" atmosphere of this fine shop. Ralph's place was a real credit to him as a professional golfer at a very fine club.

This shop at Saucon is well located and is ample in size for a big membership of active golfers. Ralph stated that he had worked steadily on his shop arrangement so that he would eventually have what he wanted. He was emphatic in saying that he would continue to emphasize keeping his place of business neat, clean, airy and well lighted.

In the rear, to the right, the repair

department is placed so it does not mar the looks of the shop proper. The repair department was unusually clean and orderly. Tools were in place, there were no bags piled in odd corners, and the looks of the place showed that daily dustings were the order.

To the left after entering the shop Mrs. Hutchison had contributed a smart and charming touch by placing a lovely living space that invited golfers to stay a few minutes and look over the books, pictures and magazines. Neatness and coziness were evident throughout the display part of the shop, the lounge nook and the display counter.

The general impression of this shop was service and comfort. It seemed so easy to make yourself at home in this nice clean place. Merchandise was displayed well but had no gaudy appearance. A conservative but appealing spirit permeated the shop and was a constant invitation to those who entered to enjoy themselves. Very professional in manner, would be a good summary of how Hutch and his talented wife have handled their shop arrangement.

On the same trip in the summer of 1940 I called to pay my respects to a fellow pro and was astounded to find such an untidy golf shop. It may be O.K. to dust the shop twice a week or maybe once, but when the place shows that it was dusted in the spring and fall and just left alone in between times, then it is shameful. This could have been a beauty spot of golf service. What a merchandising chance this man had! How he ruined his chance by keeping such a shop is tragic for this man, his income and the membership of his club.

Dudley Merchandised 'Open' Well

It has been noised around the golf trail for many months that Ed Dudley did a great piece of golf work during the 1939 Open Championship at Spring Mill. Ed had a special display room built on the paths leading to the course from the clubhouse and lockers. He arranged a beautiful display of all types of merchandise so that pros and spectators alike could see it, feel it, and get the urge to buy.

Father's Day this year will be Sunday, June 15. Many clubs have scheduled Father-Son and Father-Daughter events for Sunday afternoon. Ma is on her own unless she wants to join the play as an added starter.

Alert pro merchants plan to make bids for Father's Day gift business.

Ed sold a big volume of equipment by this fine piece of business judgment. After all, where is a better place to display golf merchandise than at a big championship tournament.

A few years ago, I was impressed by a tee at the Bellevue Baltimore CC at Bellair, Florida. This spot was the teaching tee and was very private. The tee was surrounded by a neat hedge and there was a sign stating that this was a private teaching tee. In other words, George Low and Billy Burke could give extra lessons in private and no doubt accomplished better results.

Pupils Are Self-Conscious

How often pupils have been practicing shots and suffered fits of self-consciousness when someone came over and started talking to you about the price of cheese in Norway or the putt that Guldahl missed at North Shore, or maybe his Aunt Emma who played hockey. There are times in golf when one wants to be alone. When taking a lesson, most players would rather be out of line of the curious eyes of others.

It is not an accident that theaters, circuses and road houses, to say nothing of hundreds of other business spots, spend time and money on painting and redecorating every year. Bars and cocktail lounges are very conscientious about this detail. Pleasant surroundings mean pleased customers, and happy customers mean more dimes and dollars in the till when closing time arrives.

In most golf shops the dust problem is constant. The club cleaning operations can cause a steady flow of fine dust that must be fought at every step to keep it from getting knee deep in the corners and too deep on the show cases and merchandise display.

Ned Jamieson, successful young pro at Beverly in Chicago, says that all shops should be arranged so that the cleaning room could be closed away from the other parts of the shop. This is a fine idea and

seems to be standard practice at many clubs.

During June, 1939, while visiting in Richmond, Va., my attention was drawn to the cleaning room at Bobby Cruickshank's big Country Club of Va. This room was closed off and had a powerful dust blower attached to the motor to take out excess dust. The crew in this cleaning room really get work done without a lost motion and of course there is not much dust in the Cruicky shop.

A shop in one of the finest clubs in this country is so dark you can hardly read the ball names on the boxes. This pro spot could be made very attractive with the purchase of some bigger bulbs or by using units of the fluorescent lighting that has come into vogue recently. Lighting is usually the easiest defect to remedy in the golf shop.

It might be easier in golf if the club officials insisted that the professional do certain things in his shop such as: keep it clean and neat, keep it nicely painted and well lighted, and keep the display and the general appearance of the shop up to a high standard. However, too often the club officials and members just go off and crab about it, never say a word to the pro, and do their buying somewhere else.

If a golf professional is to be rated as a professional man of high standing, he must assume the responsibilities of a professional manner and do his work in pleasant surroundings both in the shop and on the lesson tee.

Golf Demonstrations Arranged for Baltimore High Schools

BALTIMORE (Md.) school system's Department of Health and Physical Education has arranged for a series of free demonstrations at Baltimore high schools. The Department in its bulletin states that it fosters golf because "among the games which can be played and enjoyed by all age groups, golf stands pre-eminent."

Each pro gives 3 lectures and demonstrations either in the school auditorium or in an adjacent playfield.

Pros who have contributed their services to promotion of golf in these Baltimore high school demonstrations are Ralph Beach, John Bass, Charles Betschler, Wm. Schreiber, John Flattery, Andy Gibson, and Frank Invernizzi.