

# Pro Must Revise His Service

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**P**RO SHOPS are not what they used to be; merchandise is short and what remains is changed in many instances. Likewise, the pro himself must make radical adjustments in his methods of doing business.

Any pro who thinks that his job can be operated the same as in previous years is due for a shock. He probably won't be in his job through the season. The truth is that he won't be justified in holding a pro job during wartime unless he takes drastic steps to pep up pro department operations and adjusts them to wartime conditions.

The tip has been given in the War Manpower Commission ruling that greenkeepers must transfer to war production jobs. But pro golfers and other professional athletes of draft age have not received such notification. That action indicates that the pro athletes are expected to justify their current exemption by vigorous attention to morale and health building work that indirectly contributes to the war effort. It's no use kidding ourselves; if we don't do this job of aiding war effort, we should get out of pro golf.

As an ex-serviceman, I know what morale means. I know how important it is that a fighting man in uniform or a conscientious man or woman worker on the home front of war, get a chance to get away from the worries and long, hard hours that are the wartime routine. As a golf pro I know how many golfers are not any too well prepared in health and mental habits to carry successfully the heavy burdens of wartime. Therefore, I know, as do other pros, that we can and must keep our members fit for the strain of these times. In our jobs at golf courses we have as players many people who are highly important to war production. Since they are not accustomed to watch their health, we've got to do that for them and see that their efficiency and spirit doesn't sag.

I like the policy employed by Alex Cunningham, veteran pro at the North Shore GC, near my own club. Alex says to his members: "My son is in uniform and you are one of those whose work is important to my boy and the

rest of the boys in uniform. So it is very important to me that you keep in good condition to back up my boy. And when I see that you use golf to keep yourself in good shape I know that indirectly, but effectively, I am helping my boy and those other boys in their work."

The wartime situation puts the pro on the spot. He is supposed to be handling two or three men's work in handling his job this year. If he is incompetent or lazy no amount of alibiing or indifference will make him immune to the contempt of good Americans, in or out of uniform.

The pro now, more than ever before, must demonstrate his value in holding and increasing the interest of members in the golf club as a means of physical and mental conditioning. We know the nature of the American. The American isn't going to apply himself—or herself—faithful to uninteresting setting-up exercises and long walks to prepare for hard work or to refresh after long grinds. Golf fits better than any other sport in giving the American who's up in the thirties or older, the body and brain conditioning that sport can provide.

It certainly is no sin or unpatriotic for some pleasure to accompany this primary objective of conditioning the American golfer for war work. The United Nations are at war against the Axis to preserve an individual's right to enjoy life. The Axis nations intend to take all the fun out of life for everybody—victor and vanquished alike. Now, if we admit that we can't do justice to our wartime jobs without a balance that gives us keen zest in vital work and necessary play and relaxation, we have already lost to an item of Axis idealogy. We must watch that, for it is undoubtedly a factor in the subtle Axis propaganda which plans to depress citizens of enemy nations.

Specifically, what points are there that the pro must attend to carefully and diligently this year so his club and himself really will fit into a helpful place in war effort?

I have listed some points that occur to me. They are:

1. The pro must be prepared to get



Joe Kirkwood solves the caddie problem. The Kirkwood twins (now 6 months old) officially are Ronnie and Kennie. Unofficially they're called Pitch and Putt.

busy when committee members fail, from lack of time or any other reason, to carry out programs necessary to the club members' benefit.

2. See that the handicap system is kept up. The competitive factor in the handicap system keeps a member interested in improving himself and is, in a way, a check-up on the player's physical and mental condition required for zest in his war work.

3. See that the caddie system is the best it possibly can be under wartime conditions.

4. Give the customer 100% and then some for every penny spent in the pro shop.

5. Watch the handicap boards and learn by personal observation and interview why certain players' handicaps are rising. Give those players some free advice in tips to help them. That gets them interested in lessons. Many members who need exercise may not have time for many playing rounds but could use time available in taking lessons and practicing.

6. Learn why members who were formerly very enthusiastic are not playing as much as formerly, and try to make up for the lag, so far as possible. Some of them may have been so swamped by

winter work in war jobs that they have lost the capacity to organize their work efficiently and are slumping because they have no definite balance of work and recreation.

7. Keep the pillars of your organization pepped up so the club will overlook no opportunity to do its part in war work.

8. Make arrangements for service men to play; have clubs available for them.

9. Talk over with each member his golf game, so you can show him how to get more enjoyment and benefit out of golf.

10. Extend the glad hand to each member and remember that cheerful and encouraging words do a lot to help snap the member out of the sluggish mood he may have sagged into because of the heavy load he is carrying.

One of the greatest jobs you can do is to refresh the health and spirit of the member who came out to the club when he was about on the verge of "blowing his top" because of production and material schedules, labor misunderstandings, worry about his boys away at war, taxes, rationing, government book-keeping forms, and many other matters tough enough to contend with, but exceedingly serious when a man is trying to do work previously done by several able people.

Pro golf isn't the same now as it was before the war — and it never again will be like it was. Readjustment of pro thinking and action to meet the new conditions can be successfully accomplished by the patriotic and thoughtful and competent pro. Others won't have a chance to continue in the business.

There is another thought for us to bear in mind. Nowadays, about one-third the normal number of doctors available for civilian treatment are in the army and navy. It is a public responsibility to keep well in wartime, and we can help the public meet that responsibility. After a dark, cold winter indoors under a load of work and worry, many Americans are slumping. If we handle our jobs correctly we'll get them back into the fight in better condition than they ever were before. That'll be bad news to the Axis but great news to our fighting men.