

# Rating the Pro as a Salesman

By "X. OFFICIO"

Having been an official of golf clubs during the past 40 years and, naturally, in that length of time having acquired a wide acquaintance in golf, I often am invited to share some of the headaches other officials have. They call it "asking for advice."

One of the most perplexing is that of hiring a pro for a club. About the only way a club official learns about what qualifications a pro should have is by seeing some pro fail on the job. The next pro is hired on a rather negative basis because he differs generally from his predecessor. There are exceptions, of course, when a good pro quits to go to a better job or some great old-timer retires or dies. But I've seen enough of pro hiring to know that the custom usually is to pick a pro who's unlike the fellow who is being let go.

Unfortunately for the pros in many cases the separation from a club really may be based on grounds of incompatibility, just as some good people get divorced simply because they find out by unhappy

experience they are not made for each other.

In more cases than pros realize club officials are elected or appointed with the primary job of changing pros at their clubs. The pro who is being let out may think the incoming official is a nasty low character actuated only by personal malice but in the great majority of instances the official doesn't want the task of discharging one pro and hiring another. He takes it reluctantly as a duty to the club membership.

Rarely does the official understand the pro job and not often enough does the incoming pro understand clearly and fully just what the club wants of a pro. The club doesn't know for sure itself. The successful pro gives the club what it needs before the club definitely realizes what it needs.

## Scorecard on the Pro

I never have compiled a scorecard for rating pro qualifications in black-and-

## TEXAS NIPS OKLAHOMA PROS IN \$2500 TEAM MATCHES

A 20-man team of Texas pros nosed out an Oklahoma 20-man PGA team on the last green of the last match in the inaugural of interstate PGA matches at Oklahoma City G&CC. The event, which included pro-amateur, open and pro doubles and singles matches, was a great success and will be repeated annually each fall.

Texas team: Frank Ward, H. T. Hornbuckle, Gene Root, Charles Klein, Raymond Gafford, Warren Cantrell, C. W. Hogan, Bill Keith, C. B. Mims, Jim Gamewell, Graham Ross, Smiley Rowland, Lee Roy Garrett, H. W. Schroeder, Raymond Garrett, Elroy Marti, Milton Demaret, George Aulbach, Frank Baker and Ralph Morgan.

Oklahoma team: Jim Gauntt, Tex Consolver, Charles Weisner, Mike Murra, Bill Oliver, Jimmie Thompson, U. C. Ferguson, Floyd Farley, Morrie Gravatt, Jack Higgins, Jimmy Gullane, Marion Askew, George Whitehead, Bill Wotherspoon, Hugh Bancroft, Charles Worley, Frank Higgins, Harrell Butler, Robert Mair, Jack Oliver, Frank Stanard and Floyd Byrne.

