

High Spots of Pro Duties

By **HAROLD L. CLASEN**
Professional, Northland Country Club
Duluth, Minn.

The majority of the problems the professional will face in 1953 are the same he's always had to solve. The big difference in 1953 is that the problems are bigger because the golf business as a whole is bigger. Golf has become an important element in American living as the most popular participating outdoor sport and its investment and operating costs certainly are at figures that must be treated with thoughtful and thorough business judgment.

Continuous changes of the economic and social picture make it necessary for the pro to keep every detail of his operations adjusted to prevailing conditions, whatever they may happen to be. However, if he's qualified to handle a first-class job properly he's always done that. There are certain basic factors that govern the pro's business and he'll have to think about these fundamental problems and give them, as near as he can, the right answers for 1953.

Among the primary subjects the pro must consider are:

ASSISTANTS — With the uncertainty of young men being drafted etc. I find it a problem to hold boys long enough to properly train them. It seems to be a general trend for boys not to like the long hours and many duties that an assistant must serve in order to really learn the pro business.

It seems to be the age of specialization and some of the boys want to concentrate on playing while others can just get interested in one thing such as conducting the club tournaments, etc. The high wages paid by all industries make it a problem too, as the average pro can not equal the pay boys can earn in other fields.

LADIES — At most clubs ladies spend more time playing golf than their husbands do and a pro should cultivate this business in all ways. The easiest "in" or way to win their friendship is to help them arrange their games' schedules and see that their events are run off in A1 style. The ladies generally work on a very limited budget and any help the pro can give them is always appreciated. I always donate the prizes for their first weekly club event and when they have a guest day I generally give them a dozen balls to use as prizes. At cost prices I figure this to run about \$25 and it comes back to me many times over. You can deduct it from your income tax.

My wife helps me in stocking a line of ladies' dresses, skirts, shoes, etc., and this really pays.

JUNIORS — I always conduct a series of six free lessons for the Junior members, one a week for six weeks in the spring. After the first lesson we divide the class into two groups; one the Swingers who are the beginners, and they take turns in hitting balls, etc.

My assistant handles the Swingers and I take the advanced group, giving one hour each to the boys' and girls' classes. After each lesson we divide them into age or size groups and have putting contests or pitching and putting contests, which adds quite a bit to the program. Our ladies' group conducts weekly junior events throughout the season.

GENERAL PROMOTION: A successful pro is one who assists in all the club activities possible. A big job can be done on the planning and conducting of all club golf events such as the weekly events and the special ones conducted by the members of their business or professional groups.

Any event to be a success must be well planned and a pro can do his club a great service by seeing that the contestants understand the contest they are playing in, run the score board in such a way as all interested can read the results and lastly must (most important) see that the winners get their names in the paper.

The golf shop must be run in a way the membership will be proud of and welcome the chance to bring their guests into the shop and meet their pro. Golf starts at the pro shop and with the pro. If the pro is alert and on the job he can be a big asset in making the game more enjoyable for the members and their guests and, after all, that's what he is hired for.

"Tee-Time — Enjoy It and Live" Author Advises

"Tee-Time; Enjoy It and Live," by Albert A. Morey. Illustrated by Cliff Ulrich. Published by Franklin House, 55 E. Washington St., Chicago 2, Ill. Price \$1.50. This is a book of advice for the fellow who is playing golf for his physical and mental health, and its main plot is in 17 sound suggestions for the man over 40 who cares more about living to enjoy his golf than dying to have a low score.