

# How My Job Looks

—to me

By "THE NATIVE SON"

**I**N JUNE GOLFDOM there were some interesting comments on the California professional golf situation, wherein certain obviously knowing writers commented on the situation confronting capable California pros who are having difficulty in getting not only the cash, but the cooperation that they merit. The condition is not one that should be unduly alarming to those pros farther east who have the present and future good of the entire pro cause at heart, for it is being worked out satisfactorily in two ways; in one, by a representative and unified group of professionals who are trustworthy business men, and in the second way by a better understanding of the pros' position and ambitions on the part of club officials who are cordially and definitely helpful to us.

The fellows back east have troubles of their own I hear, in the horde of half-baked so-called pros who beat able pros out of jobs by taking jobs for little or no money—just so they can be called pros.

In California the club officials have had their "burning" on the cheap pro business and from what is told me many of the clubs in the central states and east still have this hot whirlwind to reap.

California has been done an injustice by the tales going back east that it is a low wage country. The damage has extended far beyond the pro golf field. It has spread to practically all lines of endeavor, but like all generalities it is open to debate.

California naturally attracts to its confines more people than those to whom it can give work. This can be readily understood—you know that no one can be blamed for longing to live in this land of sunshine.

Don't get me wrong—this is not a propaganda letter but is absolutely a plain statement of facts. There are more people in California and more coming in than there is generally work for and consequently fields are always over-run so that the pay in practically all lines of work is much less, but good, intelligent workers are one hell of a long way from going hungry.

Being sort of a golfing paradise there is more of an influx of pros, assistants, caddies and all that goes with it so that the golfing condition is bad, as a rule.

## Need for Sifting

There naturally are many more applicants than there are positions with the result that there is more or less a tendency on the part of some of the boys to take jobs for anything at all, in other words it reduces itself to a question of self preservation.

That is a natural state of affairs.

On top of that the golf situation has been dominated here in Southern California for many years by a real dictator. God bless him, he was a great boy at that (he died about three months ago) but he apparently did not have much use for the pros, or didn't see their viewpoint, so he did a lot in making things tough for some of the pros—in fact he was one of the first to take concessions away from the pro—and put him on a straight salary basis.

Try and get along and give what you want to give, and should give, to your members on that basis.

## Weather and the Ego

Then we have here another condition—one that is having a far reaching effect on the pro and his future. California weather is quite reliable. They can golf here practically 340 days out of 365 and that's conservative. In fact, they can golf every day of the year.

Then we have the tourist or vacation golfer who comes here to play.

The weather plus the tourists looking for a place to play make the field for pay as you play courses seem attractive.

On this score, of course, Chicago leads the world, but when a group of fellows start a club as a business venture they are out to secure every nickel immediately in sight. So they put every body on a salary basis and then they have complete control of everything. Of course in a commercial proposition a well known

## "Get Into The Groove"

By Gene Sarazen



Gene Sarazen

IT GOES without saying, that in order to become great in any athletic line of endeavor, it is necessary and imperative that one follow a careful, well-laid out plan of daily practice, and adhere to it religiously. That old maxim, "Practice makes Perfect," never held more truth than in the athletic field. Some of the world's greatest athletes could never have risen to the high standard of athletic perfection without the continuous practice grind.

"The object of continuous practice is to get into the so-called 'groove,' and no athlete, no matter what particular field of endeavor he follows, can be

great unless he falls into that groove and strives to stay there.

"There is no club in the bag that calls for a more perfect rhythm, evenness of swing and accurate timing than the driver. The greatest difficulty, as I see it, for one to perfect this most important stroke, is the failure of the majority to get the proper and uniform tee up of the ball at all times.

"Up to the present time, too little attention has been given to the proper tee in teeing each and every time you drive.

"One can readily see and appreciate that by varying the height of the tee each time they drive, they are unable to follow the circle of the club and meet the ball at the same point of contact consistently.

"In my opinion, a tee that will give you a uniform height of the ball, at all times, is the logical tee for best results."

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pro is of considerable value as a drawing card but the situation works around to the fact that people play golf because of "A chance to work their ego" (an angle I personally feel is quite true).

Golf is a popular game because unlike any other sport or game it gives the individual complete control of the situation—the club is in his hands—he alone is master, and if he *does* he's satisfied and if he *don't* he tries again. No one takes the play away from him and no one takes credit for the success. In other words it's a chance for self expression.

By getting back to the idea of securing prominent pros as drawing cards at the clubs means that we are going back to where the game started in this country—the pro was a necessity then—they had to have some one at each club to attract people to the club—some one to encourage people to play—some one to coach them how to play. But things are somewhat different now, people understand golf or at least they are becoming more familiar with it each day.

### A New Pro's Day

Where one time the game needed the pro it is now getting to the point where the pro has to be "up and at them" or they will forget that there ever was such a thing as a "pro"—of course there will be caddie master, and the club cleaner and the man who instructs golf, in other words as the game gets better organized it will outgrow the old "pro" as we used to know him. This is another of my personal conclusions, that the game is really outgrowing the old idea of a pro. I believe our American born and Americanized boys are much alive and will keep pace with the development of the game and it sure is bound to develop.

Naturally any pro is going to take more interest in his own business than he is in some one else's so it logically is better for the club to let the pro run the shop. The pro will actually make more money because he will work harder.

Of course we have had many incompetent pros who have made quite a mess of things but then that's the fault of any young profession. Things are changing. The national P. G. A. is becoming far more strict regarding memberships but in the past almost anyone with the ability to smack a ball could readily secure a job as a pro. The game is outgrowing that. The clubs want some one first of all with

a personality and responsibility, some one who can teach so as to be able to help the members, and last of all some one who can play because most people join a country club not to watch someone play but to play themselves, so it all works out alright after all. The pro who delivers the goods is bound to get the reward.

So let's work and wait and don't worry.

### Woolley's "Tee Topics" Fine Pro Business Getter

**T**ED WOOLLEY, pro at Maple Hills Golf club, Kalamazoo, Mich., gets out a business building booklet for his members that is one of the best things of its kind we have seen. Woolley's booklet, known as "Tee Topics," has been cited before in GOLFDOM as a shining example of what can be done by a pro who is overlooking no opportunity for serving his members and increasing his shop sales and instructions.

The summer issue of "Tee Topics" starts out with some concise instruction tips that Ted has written after watching his members. He writes these tips on driving, the mid-iron, the mashie and on putting. There are a number of personal items concerning club members given space in the booklet.

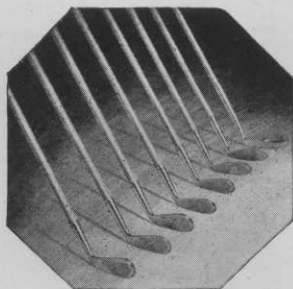
He also gives space to his free group lessons for women every Tuesday evening—this stunt, incidentally, should be a good boost for Tuesday restaurant business at the club. He also gives free group lessons for the children every Saturday morning.

Woolley has some practical and helpful copy on the choice of clubs and on instruction that we reproduce from "Tee Topics" as being worthy of much use among the pros. Woolley says:

When the majority of golfers begin to play golf, they make the mistake of buying a cheap set of clubs, consoling themselves by saying that they will buy better ones when they learn more about the game. This is, of course, false economy.

Instead of handicapping yourself with clubs that don't suit you and never will, start this season right. Let me inspect your clubs and match them up. An important thing is to have a matched set of clubs, so made that, when you swing one you have swung them all.

I have procured the finest and largest stock of golf supplies in Kalamazoo for your benefit, and I want to impress you with the fact that *I guarantee to please you*. When you buy a club from me, you



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