

Longworth's Lesson on Pro Chances for More Money

By HERB GRAFFIS

With golf growing at a rate amazing even to those most closely connected with the game, there is no reason why pro business interests shouldn't extend at a corresponding pace. A pro's first duties are to his club, admittedly, but when a man with energy and good business ability handles his club duties so his members name him as one of the country's best in his line, and still is able to work up a good outside business, it looks like others can properly and profitably expand their fields of action. Art Longworth, excellent pro at the St. Louis (Mo.) C. C. and maker of Longworth's grip wax which many of the boys push in their shops, is one of the gentlemen whose business push is a lesson for others with ambitions.

Art has the correct notion that a good business pro should be able to cash in on his ideas just as much as a playing pro cashes in on his reputation. It's harder work for the stay-at-home pro, but the rewards stand a chance of being more lasting when the pro gets the right idea. Art, for instance, hasn't confined this money-making hunch to the wax. He sold a bag maker some ideas for a bag that carries his name and that brings in some dough. Hundreds of the boys have some good marketable ideas that are not being put to work. Hundreds more have some ideas that haven't any market value, but think that they have. Experience tells the difference.

Sweat Along With Skull-Work

These swell hunches the boys get are no novelties to GOLFDOM. They send us dozens of them asking if we can put them across with some manufacturers so the originators can sit back on their exhausted tokuses and collect without further effort.



Art Longworth, St. Louis C. C. Pro

The dismal part is that the pickings very rarely come thus easily. It takes some sweat and some long hours, plenty use of the brain and a lot of times the risk of one's hard-earned roll.

Take this simple little case of Art's grip wax, for example. About five years ago he tried to get something that would prevent slipping, that would not run in hot weather, and that would not soil the hands or clothing. He monkeyed around until he had the preparation that suited him. Then he had to go to further expense to have moulds made for the stuff,

die cut leather cases for holding individual pieces of the wax, and for display boxes. By that time he was deep enough into the kitty so he had to get at least some of his money back.

Faith Is Rewarded

To get his money back, and a profit, he had to spend still more. He started advertising in a golf magazine. Half dollars, stamps and checks began rolling into his shop. The jobbers started to handle it. Soon Art was on the right side of the ledger and today his assistants, in their spare time, are making up enough of the wax to care for a growing business of more than 300 dozen boxes a year. Longworth on this basis is not yet in a class with Ford and Mellon but he is parking in the First National a very respectable additional income over that of his well handled job at the St. Louis C. C.

Other Ideas Loose

The pros missed a winner when they let the daily fee golf situation come in and grow up without them climbing to the driver's seat in large numbers. The land still resounds with the agonized howls of pros who could have been kissed in as silent partners on rich miniature golf

bonanzas when that racket was in its infancy and looking for willing and expert nurses. "It isn't golf and it won't last," a lot of the boys said. That wasn't the way to look at it. It might not be golf to the pros but it was golf to a good part of the 118,000,000 of the American public that were not classified as golf players. And about it lasting; there will be plenty of the good installations last and make money. Even if it doesn't there are thousands of citizens so dumb about golf that they took a chance, who will be counting dollars to the skeptics' dimes.

An outsider presented the matched and balanced set notion in form to be capitalized when the pros had it right under their noses for years. Another amateur golfer is reputed to be getting an annual royalty of something like the German national debt for his patent on a popular shock-absorbing steel shafted iron. Heaven knows how many good commercial ideas still are roaming loose right in the pros' province, so it looks like the boys need to stir into greater action along this line.

It may not be a million dollar idea but even this plain little case of the Longworth dope shows that there's a goodly sum to be picked up by the gentlemen who will devote time to deep thinking and additional time, after the usual whistle blows, to turning the product of their brains into legal tender.

WITH only a few weeks remaining before the National Amateur some of the gentlemen who took the Jones end of those long odd bets on four championships are getting nervous about the responsibility of the bookies. The South Wales Pari-Mutuel Co., 41 Charles St., Cardiff, South Wales, is the latest one of the promoters arousing no small degree of nervousness among the American gentlemen whose dough has been slapped down to back their judgment. The South Wales outfit offered 10 to 1 against Jones on the three previous championships but have not paid off the American "investors," according to several wails registered with GOLFDOM.

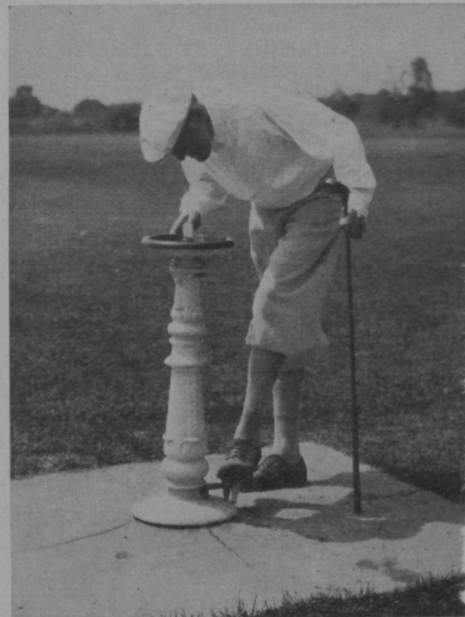
The amount of dough involved in these bets on the Atlantan's chances of winning all four major championships of the year, and the 50 to 1 odds originally quoted against the achievement is not unlikely to introduce a new and unwelcome element into golf, much to the distress of Jones and all other honorable golfers. When the professional gamblers horn into the

party true sportsmanship is seriously threatened.

Fortunately at Interlachen the U. S. G. A. had the foresight or the good luck, or both, to have that parallel fairway rule plainly set forth before the championship opened. Had such a rule not been made there would be many wild rumors going around today about some sinister, interested party stepping on Jones' ball, or stealing it, at the seventeenth on the fourth round. With Maxie Boo Boo Huff and Honest (Mex.) Abie Attel, of Dempsey-Tunney fight notoriety operating from Philadelphia headquarters the Merion morals force had better personally chaperone Jones' ball from tee to cup.

Cincinnati Claims Leadership in Golf COURSE Drinking

CINCINNATI claims to lead all golfing territories in the number of drinking fountains installed per course. One reason advanced for the distinction is that



Typical Murdock fountain installation, this one at Western Hills C. C., Cincinnati.

the popular Murdock bubble font is made in that city. Construction to stand the hard service and exposure of golf course use is put forth by the Murdock people as the salient feature of their device.