



Osage's trim and eager women get the close-up on golf from the old Hibernian maestro. They become more interested in the club—and in buying from Fogerty.

## Women's Golf Classes Stir Up Club Interest and Sales

**T**WO YEARS ago James Fogerty, pro at Osage C. C. (St. Louis district) started giving group golf lessons to women. Now Jim is selling twice as many women's clubs as men's. His men's club business has been stirred up by the women's patronage, too.

Any pro who has read that one paragraph and will act accordingly will find GOLFDOM has made him a good piece of jack this year, unless he happens to be at a club where women's play is not permitted.

Osage is a good representative club. It's not one of the district's wealthiest clubs, but its members are well-to-do and full of pep and high purposes. They hanker for action and novelty. Fogerty capitalized this situation, just as any other smart pro can do, by inaugurating the women's classes. Group instruction at Osage starts at 2 p. m. each Wednesday, women's day at the club. Classes are 45 minutes long and run for a period of six weeks.

The first year Jim had 30 women in his class. Ten more joined the next year for the results of the group instruction and the word of mouth advertising given it by the pupils assure Fogerty of about all the golf students he can instruct accord-

ing to his own satisfaction, at one class session.

### Build Business.

Some of the fellows may question this group lesson business for adults, saying that it cuts down the individual lesson sales. That's not Jim's experience. He gave around 450 individual lessons to women last year, and that's well above the average. The group instruction arouses competitive interest. A woman becomes eager for personal golf instruction so she can ask and learn without the reserve she might have when in the company of three dozen of her sorority.

This year is the third of the Fogerty group lessons for women and much to Jim's satisfaction at the initial 1931 meeting of his club's women golfers, they clamored for the lessons even though he raised the price slightly. The total cost to the pupils of each class lesson is \$20. Split among all the women this isn't much but when you figure that's the income for 45 minutes to the pro, you have to admit the stunt is good business.

Fogerty does all of the hitting of balls, answers their questions and far from discourages them when they make leading remarks about individual lessons and new

equipment. He doesn't put the pressure on these two factors of further selling but says that nature takes its course in a manner most pleasing and profitable to him.

### Absorb Tuition Quickly.

Jim maintains that most pros will marvel at how quickly women pick up the essentials of golf instruction in group classes considering that so many of them are rather backward pupils when started off with individual lessons. He cites a number of cases where the group lessons not only have wooed women into the game but by starting them off with others who obviously are just as new to the sport, overcome the stage fright that so seriously hinders development.

Success of group instruction at Osage has been so marked that it is Jim's hobby. He rightly figures that it's a great thing for the general good of the club as it stirs up golf interest and brings out active women who otherwise might spend many afternoons bending over the pasteboards and discussing the absent sisters.

The latest step in the Fogertey routine of group instruction is class lessons for the youngsters. Sons and daughters of members are given group instruction free each Saturday morning at 10 o'clock. Seventeen is the age limit. The class started out with 12 children; and the second Saturday 17 kids showed up.

Jim is all hopped up on this kid class business and states that if he had a lot of legal tender he would give clubs to all the kids. But being just one of the boys, the price of clubs for the children has to be laid on the line. The first week of the children's class Fogertey sold four sets of youngsters' clubs and saw to it that the kids got real clubs, not trick junk they might pick up at stores or make-shift cut down weapons. He takes a lot of pains with these children and although he does not grand-stand his interest and efforts, the parents are well aware their pro is on the job in this matter. The result is that none of the parents of Fogertey's future greats are going to ferret around the stores in search of possible bargains when they know they can get what they want at a fair price from Jim and at the same time show some appreciation of his work with their progeny.

### Kids Show Fine Promise.

Fogertey doesn't expect that any of his first reader pupils will put enough stuff on

the ball this year to make Jones worry about quitting too soon, but he proudly claims that several of the kids show great promise. The children are as limber as rubber bands and have the imitative faculty untarnished. Their mentor hopes to get all of them started in the right groove and showing enough scoring ability to assure their sustained interest in the game. At the conclusion of the youngsters' group sessions Fogertey is going to stage a handicap tournament for them and he claims that the kick a pro gets out of looking forward to an event like this far more than justifies the expenditure of time and trouble.

You can take it right from Fogertey this class instruction of women and children is one of the most resultful ideas for pro, club and pupil that has come into the golf business during the last few years, and one of its main merits is the fact that it's just as certain of success at the smaller clubs as at the large ones, when properly and painstakingly worked by a pro who is genuinely interested in the activity.

### Low Makes Sales with Matches

**L**EWIS MYERS, pro at the Ledgemont (R. I.) C. C., live merchandiser, figures that if other merchants use match advertising effectively, the stunt ought to work for him. He gives away paper books of matches on the front of which is the club name and on the back is:

LEWIS MYERS

How to Play Golf:

Take Lessons

Buy From Your Pro

The locker-room, pro shop and club telephone numbers also appear on this part of the match booklet.

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The P.G.A. Business Conference  
will pay every pro, his assistant  
and his club.

Plan to attend and collect.

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### Get Fire Risk Checked

**I**N NEARLY any part of the United States, local fire departments will gladly inspect a clubhouse and make valuable fire-prevention suggestions without charge. If this expert advise cost money, more clubs would take advantage of it and less clubhouses would burn to the ground.