

other pros, as well as the clubs something that's needed if they work out such standard contract forms.

This same professional suggested that club officials and pros might well be thinking of a different basis of pro compensation in a lot of places. He was of the opinion there was much to recommend a \$20 a year per member basis for pro department services. The \$20 would be payable half at the beginning of the season to help the pro finance shop stocks for member services, \$5 in the middle of the season and \$5 about September first. The money would entitle the member to club cleaning and storage, minor repairs and four or five golf lessons. The pro advocated that the pro be on the practice tee Saturday from 11:30 until 2:00, and on Sundays and holidays from 8:30 to 10:00 A. M. and from 12:00 to 1:00, so members wanting a quick check-up on faults could get service. No regular lessons would be accepted during these periods.

He figured that the four or five lessons to which the member would be entitled by reason of his payment eventually would result in a decided increase in paid lessons. The lesson business, he argues, is the basis of the pros' hold on the market, on member good-will and member interest in the game. It needs pushing, he said.

Time Limits Lesson Income

While we were talking over this lesson business another professional at a good little club dealt himself in the talk. "My members think I make at least \$3,000 a year on lessons. The best lesson year I had was \$1,200. If they'd do a little figuring they'd see that \$1,350 is a big amount for a fellow who is running a job.

"Take your pencil and a hunk of paper. Here's the dope: From May 1 to Sept. 1—about 20 weeks—is your lesson time. You can't give lessons Saturday afternoons or Sundays or the members who aren't getting them kick because they figure you should be at the tee or in the shop waiting on them. Monday you are down-town shopping. So that gives you 4½ days a week or 90 days a season for lessons. Figure that you get 5 hours of lessons a day, and that is a good average at a club like mine. Three dollars an hour is all I have been charging them. It isn't enough, but remember I am the guy who is supposed to be making \$3,000 a year from lessons and you know I am no young punk as a player or a teacher. So there you have it: 90 times 5 times 3 equals \$1,350 and that's a

TO FAIRWAYS BEYOND

Hobart P. Young, former Western GA president, died Feb. 1 at Winnetka, Ill.

W. A. Alexander, 76, pioneer in midwestern golf, former USGA official and co-founder of several prominent golf clubs, died Feb. 9 at his winter home, Bellaire, Fla.

Dr. Charles Evans, 84, father of "Chick" and famous librarian, died Feb. 8 at Chicago, Ill.

hell of a big business in lessons at my kind of a club, and remember I haven't allowed for rainy days. I can't switch some of the lessons off on a good assistant because a good teaching assistant is hard to get and rates more dough than he can earn at my club.

"But, now that I've had my say about how tough the lesson angle is, let me tell you I'm going to give it a new twist this season. I'm going to give coupons at my shop on a percentage of merchandise purchases. When a member gets enough coupons he can trade them in instead of cash for lessons. It may be a dizzy stunt but I may make more out of increased shop sales, stir up instruction business and get my members playing better if this thing works out O. K. It might work out better for the fellows who haven't much lesson business right now than it will work out for me, but I am going to give it a whirl."

Hunter Issues Instruction Book for Pro-Less Courses

WILLIE HUNTER, well known Los Angeles pro and master instructor, has authored a fine little booklet, "The Easy Way to Winning Golf." The book sells for only 50 cents a copy. It has in it 30 pages of concise and sound stuff in which Willie explains "the methods of the masters." The book is ingeniously arranged to make reading easy and interesting.

Willie handles the following subjects: Common faults corrected; short shots, drive, backswing, long irons, stance and address, putting, grip, downswing, brassie and spoon, medium irons, trap shots, specialty shots, explosion shots, tournament tips and winning golf.

Hunter has turned out a grand little book for helping people who have no pro instruction service available and for stirring up interest in pro instruction and practice.

A copy of the book will be sent on receipt of 50 cents by the Easyway Pub. Co., 415 E. 6th St., Los Angeles, Calif.