

A LITTLE PLANNING PAYS BIG

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ONE OF the surest signs of a lively revival and big extension in golf is seen in the attention pros are giving to the problem of stirring up playing and entertainment interest at their clubs.

The pros at northern and central clubs who do not devote a fair amount of their time this spring to planning so they will have their schedule at their own clubs well set prior to the time when the officials start to plan have only themselves to blame if the coming season fails to show a profitable increase in member interest and sales.

We pros are always at the mercy of the weather, but by planning to make most intensive use of the good weather conditions that are allowed us we can do much to offset the bad weather breaks that we get. Improvements in course conditions always give the pro opportunities that should be energetically followed up according to well-laid plans. At my own club a fairway watering system was installed last year. This set the stage for more play but to make certain that this course betterment resulted in a permanent increase in play I had to sow the seed for more play while the novelty of the watered fairway turf was still new to the members and attracting them out to the course.

One thing every pro should do during his off season is to make a careful study of his club's schedule of events for the past year. By picking up ideas from articles in GOLFDOM, from other pros and from the PGA tournament book, the pro who knows his business usually can cast up a program of men's and women's events that will create great interest in play at the club.

I have noticed in cases where pros are worrying about a falling off of golf interest that the schedules of club events are almost the same from year to year. Only the dates are changed. A drastic revision of the schedule, which is something that most men and men golf committee heads will welcome from the pro, is the first step toward livelier playing interest, which in turn means more members and more income for the clubhouse as well as the pro. If you have not been studying this angle of your business during Janu-

ary, February and March, you have been overlooking a most important angle of the pro business.

Junior lessons have demonstrated that they are highly important at most clubs. To many pro temperaments these junior classes are trying and tedious affairs but the reward of developing a few keenly interested kids, getting the parents conscious of the extent of pro service and demonstrating to club officials the pro interest in all departments of club welfare, justifies the work with the juniors. With the juniors as well as with the seniors, pro attention to competitive angles is vital to the development and maintenance of interest.

At Mohawk I give junior free class lessons every Saturday morning from 9 to 10. The age limits are 9 and 18. I am convinced that the juniors learn better when they are allowed to hit balls. They have a suppleness and imitative instinct that makes them better golfers quicker than adults, if the instruction is properly planned and conducted. When one of the junior group has a fault I work with him or her. The rest of the class stands around in a semi-circle while the live model goes through the swing. Each pupil pays five cents into a caddie fee for shagging balls. I have developed a girl and boy who have won some championships. These two and the other better youngsters are paired with the novices for practice and play.

Our youngsters also have their own club within the club, electing their own officers and conducting their own social and playing events. They make a great job of this.

In 1936 I am going to take slow motion movies of the youngsters and show these pictures not only to the kids but to their parents during the Sunday evening clubhouse parties we hold. I'll give a golf lecture along with the showing of these pic-

Thank you!

Club Officials

LAST MONTH we reminded you that the time had come to send us revised lists of members to receive **GOLFING** the coming season. Your response—hundreds of membership lists—threw our circulation department into a frenzy of overtime work "making" the April issue. But, with the exception of a few late-arriving lists, all will receive **GOLFING** beginning with April.

And now

YES or NO—

have we received a revised list from YOUR club?

Check with your fellow officers. It's important to your club to get **GOLFING** to ALL your members, thus eliminating complaints from new members and those old members who have new addresses since last season that—"everybody else gets **GOLFING**, why don't I?"

GOLFING helps your club. When every member is reading it each month, golf interest and hence club patronage is increased. Departmental business picks up after **GOLFING** reaches your members, particularly in the pro shop, where members inquire about the new golf products they have seen advertised in the magazine.

It is too late now for the April issue of **GOLFING**, but not too late for May, June and the ensuing months. So, send that up-to-date list today!

Our usual positive promise that under no circumstances will your list ever be used for any purpose other than the mailing of **GOLFING** applies, and it is understood that receipt of the magazine by your members places neither them or the club under the slightest obligation.

Lists may be sent in any form—printed, type-written, stencilled on slips of paper or hand written. Home or business addresses of each member, please.

GOLFING

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tures. I know it will develop adult private lesson business.

Mohawk's Sunday evening home-talent parties with the microphone and loud speaker in our dining room always are good for interesting, entertaining evenings and big business for the house. Many of the members bring as guests talented friends who put on great acts. I am tipped off in advance to the presence of this visiting talent and as master of ceremonies have the job of keeping things lively. The loud speaker equipment paid for itself quickly in this manner by promoting larger restaurant income.

Another essential part of the pro job—that of getting intimately acquainted with all of the members—is something to which many of the pros could give studious attention during the off season. The plan that I have followed successfully is to play with six male members of the club every Wednesday afternoon. I play with one threesome at 1:30 and with the next at 3:30, giving each of the six-some a free playing lesson. On Thursday mornings I follow the same plan with women members of the club. In this way I increased my lesson business in 1935 more than 200 per cent over the 1934 figures. It gets me well acquainted with all of my members and their requirements. It is surprising how much good this does club sales, because I see from the players' actual performance what kind of clubs they need.

I do not gamble with any of my members. I, like several others I could name, was a pro a good many years before I decided that gambling was bad policy because, although I am pretty sure I never lost a member friend with the wagering I have done, I am convinced that gambling gets a pro too much in the habit of playing with the same members. If the pro wins, he wants to give the member a chance to win it back. If the member wins, he feels the same way about it toward the pro. Let the members gamble among themselves. The job is a business proposition, not a gambling venture with his members.

These details of my policies which have made business better for the club and me are offered merely as suggestions to get some of the other fellows started planning this spring for a prosperous 1936 season. When we get definite plans there isn't the tendency to put off something that we know is a good idea.