

to the lower income or casually interested classes of adults at public parks in connection with newspaper publicity—or even to women at your club where I know that only about 15% of the women play as compared with almost a 40% national average.

How Henry Ford would rejoice to have the first and strong “in” on sales that you have with class lessons!

Free Lessons Beget Paid Ones

Your other yowl was that free lessons might reduce the paid lesson business. I have talked this over with many, many pros—old and young—during the course of our ballyhoo of free lessons as a profitable idea for pros, and these fellows have told me that if free class lessons destroy the market for individual paid lessons then there is something wrong with the way the pro is going after and teaching his individual lessons. The free group lesson business in pro spare time has been directly responsible for developing hundreds of thousands of dollars' worth of individual lessons that never would have been bought were it not for the incentive acquired in the group lesson. Better remember, Beef, that most of that lesson time is time when otherwise you wouldn't be making a nickle.

The main point I make in this free lesson stunt is that it gives a pro a chance to arouse golf and sales interest with time that otherwise he'd kill hanging around the shop and listening to the radio, making members say, “what does that McLip do to earn that salary we pay him?”

Take Tip From History of Education

Beef, you read a fair number of good books during the year so I suggest you do some of your reading on the history of education. You will see that education used to be confined to the priests and the very rich. Plenty of poor guys with a yen for learning joined up as priests to learn to read and write and not with the notion of herding stray lambs into the church. Some of them smarted up too much and were too loose to be very comfortable to any religion.

Then when the free public primary schools came along there was an increased demand and more dough for teachers and more expensive private schools as the school idea developed.

The same thing has been going on recently right under your eyes in golf. Paid

golf instruction started on a big pick-up last year. Eight years ago at a National Amateur championship I used to hear most of the field brag they'd never had a pro lesson. At the last few National Amateur championships it's seemed to me that the kids are trying to brag about how many pro lessons they've had. Look how women's golf has grown and how the lesson impetus has been responsible. I tell you honestly, Beef, I sometimes think that free group lessons of half an hour for adult males at pretty high class clubs would increase pro lesson business, shop business and good-will a lot; but I'm not going to go that strong now, with you and maybe some other birds moaning about giving too much for nothing.

But you can put it down in your book that the free class lessons idea for kids has made more for immediate and eventual pro benefit than any other broad idea the boys have had during the depression years. I only hope the idea you gave me about keeping from topping wood shots will turn out as well as the pro free group lessons for kids.

Watch out for the horses and buggies next time you come downtown and have to cross streets, and be sure you ask me when there is anything else you want to know about anything. And listen, no back talk, or I will turn this argument over to your wife. Yours,

H.G.

Metropolitan Golf Association Forms Public Links Section

METROPOLITAN GOLF ASSN., New York metropolitan district, plans a year of great activity for public links clubs. There are approximately 35 public links clubs in the Metropolitan area eligible for membership.

Any eligible regularly organized public links club may make application for membership in the Public Links Section of the MGA. If elected, the club is entitled to all the privileges belonging to a member club, including Green Section and club management services. Members of elected clubs are eligible for Metropolitan handicaps and for all the Metropolitan tournaments.

The MGA will also conduct an annual Public Links Championship, open only to member clubs of the Public Links Section.

All applications for membership in the Public Links Section must be approved by the Public Links committee, composed of representatives of member clubs and of the MGA.