

The explanation is simply that so many opportunities for increasing business always exist at private and fee clubs that almost any slump can be offset by smarter work in the pro department.

Pro Future

In Fee Courses

In the fee courses I think I see a tremendous future for pro businessmen. Many of these courses have had tough going because their operation was attempted by farmers or city men who did not know the golf business. The pro does or should, if he intends to stay in it. Therefore if the pro will work in this field there certainly is enough potential volume to make him a good, steady income. My own course has no pay-as-you play competition within 15 miles. There is a large volume of play from factory workers waiting to be developed. I already have started to organize industrial and office leagues and from the response to this missionary and indoor lecture and instruction work, expect a heavy play this summer.

I am giving lectures and demonstrations at the high schools. This school work gets immediate advertising results so far as the parents of the students are concerned, and develops some quick business from the kids. Student play can be accommodated at special rates during off-hours. Possibly this high school development is a long-haul proposition, but everything about the pro job calls for foresight, so looking ahead to the time when these school kids grow up isn't going to hurt me any.

Selling Kids

Important Task

Pros have to sell themselves to kids as well as to adults and I'm of the opinion that we are going to see the day when pro golfers are glorified by the youngsters as the kids used to idolize baseball players. We've already seen one indication of the value of this hero worship in the attitude of the younger Italian-American pros and caddies toward Sarazen.

I am making a special play for youngsters because the future of the golf club is going to be on a family basis. You can get parents into golf easier through their kids than you can get kids into the game because of their parents. At my place the season rates will be \$25 for a man, \$35 for man and wife, \$15 for unattached women and \$10 for juniors. All the time I can possibly spare from the work of getting course and clubhouse in shape is devoted to soliciting individual and group

business at factories, offices, banks and at noon and evening meetings of the district's businessmen.

My friends help a lot by pushing for me and I certainly have learned that a good part of a pros' capital is in earning the right sort of friends. But you need money, too, when you go in on your own, and you have to put into force personal and business economies past the degree you employed when you were trying to save up enough to go into business for yourself.

But I'm in now, and the whole deal has to pay out. I'm certain that it will because the more I compare the risks I'm taking with the chances I have to make a good income and put something aside for the later years, the better golf looks to me as a business.

My experience, after only a few months as a fee course operator, makes it plain to me that every private club pro could do himself a lot of good by asking himself "What would I do if this whole club were my business?" The thinking he will do will mean more money to him this year.

GOLF ball price increases have been announced to all retailers. Prices to the players remain the same. Hope of the pros is that an increase in play this year and more pro-shop push of ball sales will produce a volume which will off-set the rise in trade prices.

Wage increases and rising rubber and balata prices have the ball makers worried. Wholesale prices of crude rubber have climbed steadily from 2.7 cents a pound in June, 1932 to 24.8 cents per pound on March 16, 1937. In July, 1935, crude rubber hit \$1.03 a pound.

The fifth increase in automobile tire prices within the last 12 months recently was announced.

REX BIGELOW, pro at Indian Hills GC, Lansing, Mich., introduced a novel and effective note in group class instruction by having movies taken of the class and of individuals.

Pictures of the class, together with other golf pictures, were shown at lessons a week after the time the pictures were taken.

Bigelow ran his classes without charge as a fee course educational and business development enterprise. As many as 200 attend his classes.