

ARE WORKERS PRO GOLD MINE?

Opportunity for substantial income awaits live-wire pro action

IF pros show imagination, energy and salesmanship they can develop quickly a rich new market for their services in the instruction of factory and office workers. That is the straight tip from the head of the employees' recreation department of one of America's largest manufacturing companies. Said this man recently to a GOLFDOM reporter:

"I have just completed a survey of male and female employees' sports interests. The results show an interest in learning golf far ahead of the interest shown toward any other sport.

"Several hundred of our men and women want to get golf instruction. They are sold on the idea they can afford to play golf, but they don't know how to begin. My budget right now doesn't permit very much for golf instruction and I'm up against the problem of trying to handle a few of the requests for golf instruction with my limited budget, without having those who can't be handled complain about discrimination.

"It's a marvelous opening for an energetic golf instructor to sell himself. The young women and men are willing to pay 25 or 35 cents apiece for class lessons and engaging their own instructor. They're that eager. Now wouldn't you think with that opportunity, which must exist to some extent at hundreds of other plants in the country, that some pros would hop into this opening by a lively solicitation of business?

Is \$3200

Called Dough?

"It would be easy at our place for a pro to get four half-hour classes of up to 50 people each, five nights a week. Say that he averaged 40 pupils a class and each pupil paid 25 cents a lesson. That would be \$40 a night and \$200 a week. I know what these people of ours want, and I know that a live professional could have a crowded schedule of class lessons at least 16 weeks. That means \$3,200 extra in four months for some one pro who is willing to work and who will get busy and sell himself.

"In our plant, judging from the survey I have made, there is \$10,000 a year of

pro class lesson money available if pros would go after it in the right way."

This comment made the GOLFDOM reporter blink. Mention of \$3,200 for four months work of less time per day than would be spent playing 18 holes, no traveling expense except a pint or so of gasoline, no overhead except that which might be charged up to the loan of reconditioned old clubs for instruction, made the GOLFDOM guy dizzy. Few of the stars of the tournament field do much better than \$3,200 in four months of hard work and good luck, and out of that \$3,200 must come heavy expenses.

**Where
Is the Rub?**

Well, what is the trouble? Are the pros asleep to this opportunity? Are they afraid to go about soliciting this business? Don't they know how to sell it? Are they scared of being rebuffed on the first trial? Or (and please don't mention this to a soul) are the boys who could use this sort of dough the most just too damned lazy to run the risk of having to work for \$10 an hour on a routine that admittedly will become monotonous before the estimated four months duration of the group lesson season has run its course?

You make your own guess.

The group instruction idea applied to office and factory workers has been such a success in Cincinnati, under the operation of Red Strauss and his golfing staff of the local recreation commission, that it actually has started a golf boom in the town. Group instruction is doing wonders with kids in schools. There certainly can't be the result obtained with group instruction that come from individual instruction, but the class lessons are good introductory stuff and get the folks started right. People easily get over their self-consciousness and embarrassment when they enter golf through the group

lessons. This attitude of fear toward the game is keeping many people out of golf; the pros had better investigate and learn the fact.

Today's labor situation makes it highly desirable that each employer see that his employees are happy and interested in something other than the C. I. O. promise of three kinds of pie a la mode with each meal. It's the time of times for pros to walk in and take a prominent and profitable part in the workers' recreational plans. If today's pros don't, you can bet some sharpshooting caddies will go to work on the recreational staffs of corporations, teaching golf at \$40 or \$50 a week. Then the pros will moan at a good thing slipped away.

In the present status of factory and office workers' golf interest, the pro who gets the class lessons also gets in on the ground floor supplying the playing equipment for pupils. Inexpensive sets of beginners clubs can be secured by pros from manufacturers at prices strictly competitive with store stuff.

There probably are several arguments against pushing the sale of pro instruction services on the group lesson basis to factory and office employees, but you will have to get all those arguments from some pro who would sooner argue against an idea than get busy with it and see if he can make some money.

The market is there. In fact it is so keen for golf instruction that the official of a prominent sporting goods manufacturing company quite active in the golf field recently was surprised by having a request for golf instruction for his employees presented to him by one of their representatives. The sporting goods magnate said the incident awakened him to a realization of how sadly the golf business was muffing easy market promotion opportunities.

It does seem funny, though, to think of what corporation employees' welfare and recreation experts say about the chances for pros making money out of teaching groups in industry, and then see how little is being done in this direction.

Maybe some of the lads figure such work would wear them out and they wouldn't be able to enjoy their vacations in the south in the winter. There, as we all know, they make so much money that any reference to \$3,200 for four month's work of two hours daily on a five day week, would be positively insulting.

At Last! Book on Rules of Golf Available to Settle Arguments

NO LONGER need harried tournament chairmen, golf pros and other club officials find themselves on the spot when arguments over the rules of golf are laid in their laps for decision. The long-awaited book, "Golf: Its Rules and Decisions," by Richard S. Francis, has been published and is available at book-stores or direct from the publishers, The Macmillan Co., New York City; price is \$3.00.

The 400-page volume takes up each rule of golf in turn, give a thorough-going explanation of its intent and limitations, and then quotes such decisions of the USGA and the R & A as apply and will clarify the rule being discussed. The answer to almost any situation that can arise on a golf course is readily findable, since the book has been carefully indexed and cross-indexed.

The surprising thing about "Golf: Its Rules and Decisions" is its readability. The author has refused to look on the rules as a code to be approached with respect and awe, but instead has enlivened the pages with personal anecdotes and entertaining discussions on the sportsmanship and ethics behind the rules.

No club, pro-shop or tournament committee should be without this fine reference book. Nothing like it has been available heretofore and it will serve as a court of last appeal for 99% of the rules arguments that arise at a given club.—
J. W. F., Jr.

Dinner to Corcoran—A testimonial dinner to Fred Corcoran, tournament bureau manager of the PGA, was given at Hotel Statler, Boston, April 14. On the committee conducting the affair for the former executive secretary of the Massachusetts Golf Assn., were Francis Ouimet, Erastus Badger, president MGA; Les Cottrell, Boston sports writers and A. B. Savrann, who was chairman of the banquet.

Open Dates in North-West—Bob Littler, Northwestern Pacific Coast amateur who has been a prominent factor in the promotion of the Open tournament schedule in that section, on a recent trip east announced as the tentative schedule for these events: Aug. 6-8, \$5,000 at Seattle; Aug. 12-14, \$5,000 at Vancouver; Aug. 16-18, \$3,000 at Victoria; Aug. 20-22, \$5,000 at Spokane.