

Promotion Bureau To Go After Corporation Golf Activity

EARLY this month Golf Promotion Bureau will direct its efforts toward executives of companies having large numbers of employees. The promotion material will suggest that corporation employees' organizations consult with local pros regarding group golf lessons as a feature of the employees' winter entertainment programs.

This detail of golf promotion follows up the successful work done in Cincinnati by the municipal course golf pros under the direction of Red Strauss, who formed classes of office and factory employees for evening instruction and assigned pros to teach these people. The work spread from Cincinnati; in several cities, employee societies arranged with pros for group instruction. By working on the basis of 25 cents per person for a half hour class lesson a pro can earn a good income for himself during the winter at offices or factories.

Directors Need Pro Aid

Late last winter the welfare and athletic directors of several corporations became interested in golf instruction classes as a good feature of entertainment and winter athletic programs for men and women employees. The idea was so new that the corporation men depended on pro advice for organizing and conducting the classes and in some cases complained that the pros they approached with the class proposition did not take kindly to the idea or to evening work necessary, regardless of the rather substantial pro income involved. Other pros, however, took energetically to the idea and successfully solicited this business by talking with corporation officials and getting started in the organization work.

It is a good hunch for energetic pros to go after this winter class business of factory and office employees, but it calls for work and salesmanship. Lessons are

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given on the corporation premises so the overhead is nothing to the pro. And this promotion of corporation employees' golf is especially profitable for the daily fee course pro because it gives him an early and strong "in" on the play of these people when weather permits.

SUPERLATIVES are dangerous in passing judgment on any details of club operation, but we'll risk one. The newsiest, liveliest and most interesting of all periodicals put out by golf clubs for their members is the distinction won by the "Palma Ceia Clubman," put out by R. O. Davis, mgr., assisted by a Tampa newspaperman.

GOLF'S MARKET PLACE

A. G. Spalding & Bros. advise that Lyle Thomson, popular golf salesman for that company, will be in Florida again this winter to service professionals located in that state. His headquarters will be the new Spalding store, 334 E. Flagler Street, Miami, where a complete stock of golf equipment will be carried to speed up delivery to pros.

Distillers Corp-Seagrams Ltd. on Dec. 21 paid a dividend of 50 cents a share on the outstanding 1,742,645 common shares of the corporation. It was the first dividend on common stock since 1931 and brought Christmas cheer to approximately 4,300 stockholders in the United States and Canada.

The dividend payment came at the end of the year during which Seagrams had paid special attention to building up its business at golf clubs. That evidence of wise management in getting the club managers lined up for a good play on Sea-

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