

ness educational opportunities for master pros should be handled. Unfortunately, at the start, any master pro educational plan will receive the vigorous support and cooperation of the men who need it least. The smartest men in any business are the men who realize how much there still is for them to learn and who are eager to

continue to improve themselves. The "know it alls" will criticize and retard but eventually a series of pro schools somewhat on the order of the greenkeepers' short courses will come into golf, or pro golf will deeply regret failure to wisely handle its educational obligation that, like charity, begins at home.

## BETTER PAY FOR PAY-COURSE PROS

By HERB GRAFFIS

**I**AN MacDONALD, veteran Pacific Coast pro, says he is convinced after 41 years in golf that pay-as-you play golf is going to be a great factor in the future of the game and in the pros' progress. The private clubs, he declares, will always do well in communities large enough to support this type of an organization, but in the small towns when the city puts in courses, the enterprises will have such a broad appeal, under good management, that they will be better than self-supporting.

One condition that has to be overcome before public courses, in numerous places, can do most effective business promotion for themselves and their communities is a re-adjustment in the pro basis of pay. As the situation now exists many pros at public daily-fee courses are going broke, and you need only scan the manufacturers' credit reports to see that statement confirmed. A pro who is worried about going broke is a liability to any golf club—public, semi-public, or private. The privately-owned daily fee courses seem to be in the worst shape in pro employment, notwithstanding the fact that such establishments where pros are making a fair living or better—are making the best of financial showings. Course owners have their troubles, too, with many low-price competition, close in and tax-free. Consequently, every penny looks as big as all the green area on the course and they figure the pro an expense instead of a potential profit. Successful course owners figure that if they can't make a profit out of a pro who is brainy, diligent and encouraged by his own chances for profit, they won't hire the man.

Another side of the case comes from a pro who turned down a fee course job this year because there was only lessons in it. The shop concessions were retained by the

club. It was learned that the shop concessions seldom run as high as \$2,000 a season because, due to lack of smart merchandising at the shop, the players' business was going downtown. What this really amounts to is a net of about \$600 standing between the course owners and the pro. The lessons, at the rate the course's patrons would stand, wouldn't run \$800 a season. So, for \$1,400 a year—all of which the man makes himself without cash outlay on the course owner's part—the course owner gets a man who has the responsibility of getting the major part of the income for a \$100,000 plant. That's only 1.4% for a major item in selling expense, and too low, as any businessman realizes.

The boy who was at this course last year, will require some time to pay off his debts, part of which were the golf playing costs incurred when he paid his caddie fees, ball cost, and when he missed possible lesson income while playing with the owner's friends, at the owner's instructions.

There's a lot of room for education on both sides in such cases. One of the subjects urgently needing treatment in such an educational campaign as Willie Hoare suggests to the PGA in GOLFDOM is that of a pro's effective work in selling the community on the public or daily-fee course with which he is connected, and in the solicitation of group or individual business. Lack of training in these matters is costing golf and pros plenty. There are some outstanding pros who are quali-

fied to teach on this subject because of their own successful experience.

This year more amateurs have taken pro jobs than in any other year of GOLFDOM's observation. In almost all cases the green and hopeful youngsters took the jobs under conditions that give them only the most remote chances to break even financially. They'll wake up with a headache at the end of the year and the club may wonder what has been ailing the boy. If he's a kid with right stuff in him he will eventually work out of the hole and develop into a master pro. In the meanwhile, the club (either private or public), the players, and the pro miss out simply because informed officials and the pro didn't sit down with a pencil and paper and figure out the situation in advance.

#### Golf Promotion Material Made Available Through American Golf Institute

**T**HE American Golf Institute, founded and conducted by A. G. Spalding & Bros. for the development of golf, Robert T. Jones, Jr., Director, has recently issued four golfing handbooks, each designed to build and stimulate golf interest in diversified fields.

One deals with "How to Organize Golfers in a Municipality," and treats systematically steps such as objectives, preliminary meetings to formulate general plans, media for advertising the idea, correct organization, name, cooperators, etc. A second booklet is a "Publicity Manual and Handbook for University and College Golf Teams" and presents a thorough analysis for procedure and technique in obtaining press publicity, both local and out-of-town, of the school's squad of golfers.

Two other booklets are "How a Golf Club and Its Professional Can Build Good Will Through the Showing of a Motion Picture on Golf," and "How a College or School Should Publicize the Showing of a Motion Picture on Golf." The Institute recognizes the value in the wide appeal of motion pictures and is making strong use of the motion picture in promoting golf.

Other available material are charts for the layout of a home golf course and for a compact putting course. There are also biographies of leading golfers, and considerable material on caddies. Material in preparation consists of literature on developing golf for camps, golf as a part of the physical education curriculum, and further biographies of leading golfers.

The American Golf Institute cooperates with all existing organizations, such as the USGA, the PGA, and the Golf Promotion Bureau. Copies of literature mentioned above can be obtained without cost or obligation by writing the American Golf Institute, 105 Nassau St., New York City.

#### N. E. PGA and Manufacturers Meet in Annual Session at Boston

**A**BOUT 175 members of the New England PGA and manufacturers representatives held forth recently at the Copley Square Hotel, Boston, in the annual session of the organization. There was a directors' meeting of the NE PGA in the morning, an open forum in the afternoon, and a dinner attended by approximately 400 golf enthusiasts, pro and amateur, in the evening.

During the day and evening there were 24 exhibits of golf equipment where the pros visited and shopped.

The entire affair was a year's highspot for the New England pros and is something that other sections could adopt to good advantage. Les Cottrell, pres. of the NE section, J. Arthur Wedgeworth, chairman of the PGA committee, conducting the day, and their associates worked well to put over a great show.

At the dinner the NE PGA announced its plans to have a one-day tournament commemorating the 25th anniversary of Francis Ouimet's victory in the National Open at Brookline. George Jacobus said an effort would be made to have similar tourneys conducted by each of the PGA sections. Ouimet was unable to be present at the dinner.

Hal Pierce, v. p. of the USGA, was a featured speaker. He told why the USGA decided not to give former National Open champions entry in each National Open without qualifying. There are too many aspiring kids anxious to get into the field, and meriting consideration, to run the risk of jamming the field from sun-up until candle-light. Pierce doubted that the old-timers themselves would want it done.

Other speakers at the banquet were Erastus B. Badger, president of the Massachusetts GA; Paul Harmon, president of the New England GA; Les Cottrell, president of the NE PGA; Robert A. Mitchell, president of the Greenkeepers' Club of New England; Ralph Rooks, president of the Rhode Island GA; and Fred Corcoran, tournament manager of the PGA.