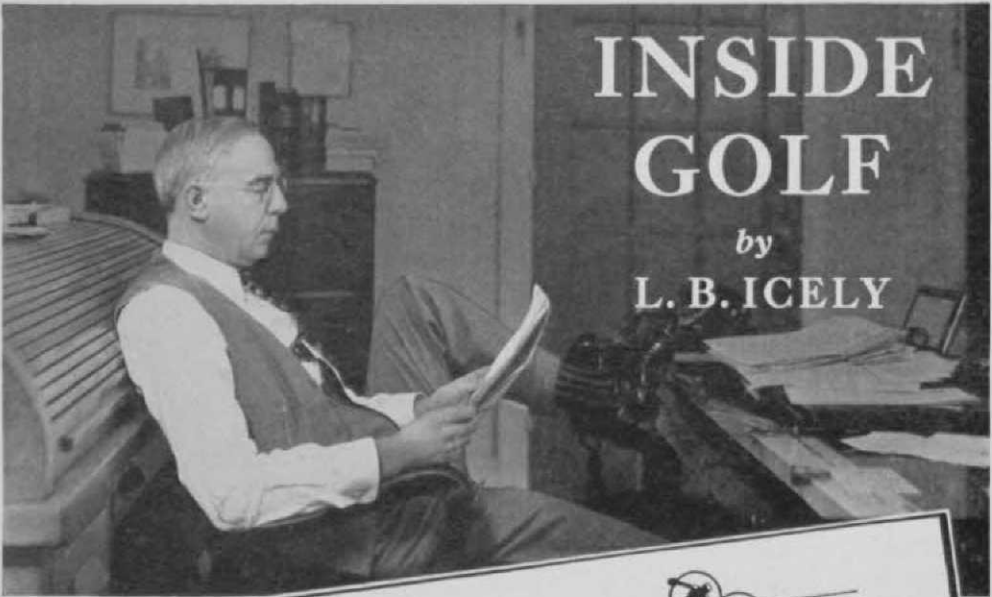


# INSIDE GOLF

by  
L. B. ICELY



**Wilson**  
**SPORTING**  
**GOODS CO.**

2037 NO. CAMPBELL AVENUE  
FORMERLY POWELL AVENUE  
CHICAGO, ILLINOIS  
CABLE ADDRESS WILSPORT CHG

TELEPHONE  
BRUNSWICK  
1 6 0 0

Dear.....

Answering your request of the 20th, I'm enclosing the memorandum outlining the complete range of golf professional duties. Of course, all duties listed cannot be handled by one man. That would be impossible.

However, my talks with pros and club officials over a good many years have brought out the enclosed list of duties as rather thoroughly covering all phases of the pro job everywhere. It won't hurt either you or your pro to discuss the list and have a mutually clear understanding of the job. I think such an understanding will clear up an unsatisfactory situation.

Now it occurs to me that very rarely have I had any requests from club officials asking about the duties of a club toward its professional. That's rather surprising in view of the sportsmanship of which clubs boast in their selection of members, and in view of the sharp definition of the rights of labor being given these days.

I have seen some quite competent and conscientious professionals get exceedingly raw deals from clubs that have served well. So this business of insisting that the pro discharge his duties, in simple justice should require that the club also do the right thing by the pro.

In the first place, the club guarantee of pro income generally is the absolute minimum that could be given to a man who has worked well, and with keen competition, to stand high in his business. Therefore, it is the club's duty to the pro to see that its members understand giving the pro "a break" in mer-

chandise purchasing as part of the deal under which the pro was employed. Were it not for that confidence of the pro in the club carrying out its part of the deal, members might have to go elsewhere for their lessons, there would be no group lessons for the youngsters, and no convenient, charge-account, service station for playing equipment supply handy to the first tee.

The club also should do its proper duty toward the pro in protecting him from the perils of club politics. Often cliques get into club offices and discharge a faithful and able professional because he has been so alarmed by the bitterness of club politics he is hesitant about giving enthusiastic service to any club member. He fears incurring the dislike of some member of the opposite clique.

I have seen pros, especially at smaller clubs, so enterprising and diligent that they get food and drink service on an attractive and profitable basis at these clubs. Then, when the business has been established, the club takes from the pro this newly-established earning opportunity. Such instances of the club refusing to let the pro profit from a member service that he has developed himself, are numerous. Needless to say, these cases are very discouraging to professionals.

In our private businesses we all are concerned constantly with putting into the minds of our employees a realization that the more money they make for us, the more we'll see to it that they get.

But this, unfortunately, isn't usually the case in club and pro relations. Strangely enough, there are numerous wise pros who are careful to hide the fact that they may be making more than a bare living. They are afraid that any suspicion of substantial earning for a job well done may excite envy and cost them their jobs.

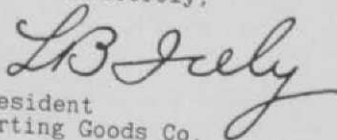
I believe it's the club's duty to correct that situation, and to assure its professional that the greater his earning from his excellence in handling his job, the happier the entire club will be with him--and the more secure his job.

I further believe that it's the club's duty to make it plain to its pro that he will not be penalized for initiative and resourcefulness. Too often I've seen pros "just getting by" on jobs because they hesitated to run afoul of criticism by suggesting or instituting something they knew would pep up play and interest. Their fears have not been without foundation.

So, Ralph, when you're checking up on what your pro should do for you, go the whole way; check up on what you and your club should do for your pro. It's plenty that's now being neglected.

My best wishes to you and Ed, and to your good families.

Sincerely,



President  
Wilson Sporting Goods Co.