

C and D handicap players, where his help is most needed, and where most of the club's dues and house spending is centered. Then, most likely he will be given a contract for but one year . . . which means he has only six or seven months in which to get acquainted and prove his worth.

If you can hire a pro for say a minimum of five years, and put in a few clauses in the contract to the effect that gambling and drinking with the members are OUT—that he will be paid a salary, and that a certain amount will be added to each member's bill for golf instructions for the year—and that all lessons are free and that it is up to the pro to reduce the members' handicaps—then you will begin to see the making of a good pro—and a more successful club.

You've got to keep this in mind: A golf pro must live 12 months of the year out of six or seven months' earnings from the golf shop.

How many of the "member pros" are in a position to follow the winter circuit, in the hope of filling-in the off-season five or six months by picking up some tournament winnings? It would cost him more than \$1,000 bare expenses—and you and I know that only a few of the top notch campaigners win enough to make their winter tourney tours pay out.

No—the pro's solution to off-season insolvency is not winter circuit winnings. The practical, profitable answer to his club, as well as himself, is for the club to employ him on a twelve months basis, and pay him accordingly. And, what will he do during the non-playing months? Organize a club bowling league, assist in the promotion of other club activities that will keep the membership active, get his shop in order, plan his tournament schedule—and many other things that will make the routine smoother and keep the members enthusiastic.

The golf game has a wonderful future but today's setup regarding the golf professional is definitely faulty in foundation. As it stands, it does not and, unless changed, will not attract the well educated, ambitious type of young business men who could contribute so much to the game's development.

Take care of your pro, Mr. Board Member. Plan and budget for him on a more reasonable basis in your meeting this winter. Believe me, he will see to it that your action increases your club's assets.



CRAIG WOOD

MACGREGOR INTRODUCES "CRAIG WOOD" SPORTSWEAR

Henry P. Cowen, V.P. of MacGregor Golf, Inc., announces a new sportswear line to be marketed under the signature and trade name of Craig Wood.

Craig Wood sportswear, styled by MacGregor, will be broader in scope than the company's sportswear lines in the past, introducing many new and exclusive features. Every item has been designed primarily for active play, with golfers', tennis players' and other sportsmen's requirements foremost in mind.

New packages have been designed, and the complete merchandising program includes colorful counter and wall displays for pro shops and other merchandising helps for pro-shop over-the-counter sales.

Craig Wood sportswear will be ready for presentation in January. Stock will be carried in Dayton and the company's seven branch offices throughout the United States.

Mr. Cowen is most enthusiastic about the new line and equally enthusiastic about merchandising it under one of the most popular names in golf—Craig Wood. Thousands of sports-minded people are familiar with Craig's record of accomplishments. Hundreds of pros personally are acquainted with him. He is duration U. S. Open Titleholder by virtue of having won the last tournament played for the title, in 1941. He won the Master's Tournament the same year and holds the world record low score for a championship tournament, with rounds of 64, 66, 68, 66.

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