

Pro Business Outlook Best for Well-Schooled Youths

A man prominent in sports looks at the inevitably enlarging demand for competent golf pros and sees in it a danger for young golfers who want to turn pro because they think it's fun. Pro golf is a business that pays a premium for good sound education and this observer of many pro sports believes that the mistaken conception of golf as a quick, easy money career leads too many kids to cut short the schooling they could use to profit in the golf profession.

The trend in golf is emphasizing the need of more well-educated young pros to maintain the standard set by the old masters. Nobody can give you a more convincing selling talk on the value of a good education to a pro at a first class country club than the canny old-timers who often had to complete their educations the hard way.

FRITZIE is very much the same as thousands of other American caddies. He told me he was 14 years old and with a keen interest in golf, so I was not the least surprised when he told me that he wanted to be a golf professional when he grew up. If you were to ask any youngster what he wanted to be when he grew up, you probably would find that he is still thinking only of play, not pay. Obviously, Fritzie's thought was the fun of playing golf the rest of his life, with no thought of being on his own some day, face-to-face with the problem of earning a livelihood, not only for himself, but most likely his wife and children, too.

And yet, golf can be thankful that these young caddies have the deep desire to be pros tomorrow. New pros must be produced to care for the ever increasing number of golfers.

Then, why shouldn't we establish a golf professional institute where these young pros can learn how to make money . . . not only make shots!

Let's compare golf as a professional with any other professional sport. In golf, outside of usually a not much more than nominal salary, the golf pro must earn by his outstanding ability to win prize money, yet spend his own money for expenses to play in tournaments; or by being smart enough to merchandise his

services in teaching or selling golf equipment. On the other hand, any kid who develops the ability to play pro baseball, or football, or hockey, or boxing, needs only the education to sign his name to a contract. This boy is paid a good salary. He rarely "stays up" for more than six or eight years, and with his best years of life devoted to the profession, he has no other trade to carry him through the longer later years. True, some of them have managerial ability, others the qualities to be umpires, coaches, or scouts.

A golf pro, unlike any other professional in sport, must earn his money through his merchandising ability more so than his golf playing ability! This statement is quickly questioned, because you read about the big money tournaments. BUT, unless a player finishes among the first ten in even the largest tournaments, he is lucky to break even on his entry fees, traveling costs, and other expenses. Then, too, there are but a few clubs that pay a "big name" pro a handsome piece of money to have the club identification. But, again, big names in golf are not even as numerous as big names in baseball.

Now, let's compare the golf pro on a true earning basis. The kid who learns to play baseball, football, hockey or boxing is signed up at a fairly good salary . . . as long as he plays "big league" baseball, or football, or whatever his sports profession may be, he will get his monthly check. He does not have to worry about teaching or running a pro shop, or gambling on his ability to place in a prize money event, or his job year after year. Yes, his immediate future is much brighter than the pro, although other conditions are favorable to the golf pro. Ninety percent of the ball players are washed up after six or eight years . . . some, much earlier, due to injuries or physical disabilities that put them out of competitive action.

The football professional has a brighter future after competitive days have passed, than the baseball professional. The big majority of the football pros are college graduates. Teamwork and changing systems are important to good football, and a fellow must be under a good high school coach, and then a college coach, to learn all the fundamentals of the gridiron game. This college sheepskin education means

just as much if not more to his future than his pigskin education, and as the pro-football season is much shorter than the baseball season, the players can devote more time to the trade or business they hope to return to when their names are dropped from the score cards.

Unfortunately, and I mean it, the kid golf enthusiast often turns pro too early in life. The minute he has completed his round of caddying, the money encourages his urge to follow the game. He is not satisfied with the week-end fees or after-

school or vacation earning. He starts skipping school . . . certain of double job or heavy tips, and soon decides that what he earns means more than what he learns. The youngster going into pro golf risks having less schooling than that received by professionals in other sports in which it's easier to make a living. A golf pro must train himself for a business as well as a profession . . . and that business can be soundly and lastingly profitable if the young potential pro is not too impatient about his schooling.

Tipping Problem Growth Perplexes Managers

★ DURING WARTIME tipping, previously prohibited at practically all first class private clubs, became so extensive that now its elimination is a problem worrying club managers and officials.

New members with night-club habits and war-swollen incomes had just about as much to do with growth of the tipping practice at many clubs as did the help shortage and pay rate, according to several frank managers. However, with the clubs not paying restaurant help enough to meet other wage competition of wartime the managers weren't adverse to tacitly approving tipping as a temporary solution of the problem of attracting help. But almost without exception they regarded it as a dangerous departure from the policy of regarding the club as a home of its members.

Now, in many first class country clubs, the tipping practice has become so strongly entrenched it's going to be hard to root out. And some doubt that it should be.

The Connecticut Club Managers Assn. in a recent meeting discussed tipping from the viewpoints of the members, the employees and the managers. The older, more reliable and more experienced help—of which not many remain—were said to deplore the extension of tipping as a practice which lowered the self-respect of the employee, but a necessary evil in view of their own increased living costs.

Headache for Managers

The big-tipping member, usually rather new to club life, expects better service than any of the other members get. If he doesn't happen to get it he adds to the manager's headaches. Then the older member who adheres to the prewar no-tipping rule complains that he is being discriminated against by the employees, so there's hell to pay around as far as the manager is concerned.

"Fair labor conditions and a reasonable wage scale will tend to cure the tipping evil," the Connecticut managers decided.

"Tend to cure" is as near as that group of experienced managers were able to get to a positive statement.

A very realistic and successful manager of one of the nations famous old golf clubs thinks that the answer is discreet control of tipping rather than any hopeless attempt to eliminate it.

He says: Tipping Is Bonus

"If the recipient of the tip is below average in intelligence, he can very easily cause lots of discord in the way he handles the money. If above average in intelligence and with just an amount of selfishness that is found in most successful people, tipping is an excellent method of bonus competition.

"The little out-of-way nice things that a direct service employee can render are so greatly appreciated that it seems almost unfair not to let them have the reward for their willingness.

"To add a service charge and pay it out monthly is not my idea of a tip. That is merely added compensation. It does help the ambitious person as against the loafer yet some of the loafers are even-tempered steady people and get the same share of the service charge.

"In a club like ours where members live here and the same waitress serves them day in and day out, we either have to raise that person's wages or permit tipping. In the dining room if you give your better girls more salary than those not so capable, you create dissatisfaction.

"We have a 'no tipping' rule at our club but it has never been strictly observed. In our club I am in favor of tipping but keeping some sort of a burr under the tail of bad actors or getting rid of them."

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