

ment in the Merchandise Mart. He was mildly shocked by his reception. Before he was well into a second breath in his sales talk, queries of "Who sent you?" "How did you know we were looking for a golf instructor?" stopped him cold. A number of golf enthusiasts had been looking for instruction for some time. Sam had stepped in at an opportune moment.

The call on the Treasury Department was the end of labor pains. "The Golfers" was officially—and financially—born.

Sam was able to arrange for groups of eight who would walk the few blocks to the school for lessons after work each evening. He handled 96 of them in a series of 12 classes. His canvassing days were over.

These groups kept him going until some of his early newspaper advertisements and personal contacts began to pay off. In time, some of the regulars from John's began to drop up for lessons, and the earlier "very interested prospects" came in for lessons.

A real step forward in the teaching facilities was the installation of an automatic tee. This called for a complete renovation of the practice room, so Sam pitched in spending evenings painting and covering the walls and floor. He set up heavy canvas nets in front of the tee, and in a few weeks students were able to try out their lessons on a full swing at a teed ball.

With the installation of the tee as a milestone, things moved steadily forward. During the early spring and summer, Sam was too busy to look for new students. At one time he even had to call in his brother, now an assistant professional at a Chicago district club, for extra help.

During the summer Sam spent as much time as possible on courses watching his students in action. He tried to get in at least one game or workout with each student. Combining his observations in these games with their own reports of further playing, he is able to analyze troubles that arise and take steps to correct them.

In order to insure his students as much time and help as possible, he arranged for advanced pupils to play with beginners on public and fee courses.

Assuming that "The Golfers" really got going in February of 1947, how did Sam's books look at the end of the year? In that time he's been continually busy, spending all spare time and considerable cash in improving the club. New students are coming in every day, and some former pupils drop back from time to time for "brush up" lessons. This, until he can get some more help and additional space, keeps him as busy as he wants to be.

The office now subscribes to a telephone answering service which Sam acclaims as

both valuable and necessary since he must be away from the school some of the time. The average enrollment is about 55 students in various stages of instruction (the figure varies with weather and the season, but has yet to fall below 30). Individual rather than group work is encouraged for the benefit of the student.

Sam now has a substantial bank account, owns better than \$500 worth of stock balls, clubs, bags and accessories sold at the school and he doesn't owe a cent.

Sam has expanded the club to include a second practice net. The interior, arrangement and furnishings are just about as he wants them for now. His bank account may be allowed to fatten a bit, and he may be able to realize a comfortable margin on his time and investment. He feels it was worth sweating out.

HOPES TO ROPE PRIZE \$ \$ \$



Fred Bolton, Pendleton (Ore.) CC pro, is playing tournament circuit in this rodeo winner outfit, barring the Hyer cowboy boots which he trades for spiked shoes on the course. Roy's sponsored by the Pendleton CC, Hamley and Co., famous makers of saddles and other leather goods, Pendleton Woolen Mills and Pendleton Chamber of Commerce. Bolton, 25-year-old protege of Wiffy Cox, was hired by the Pendleton club after returning from 4½ years with the Army. The cheerful big kid made good with members of the exceedingly lively 9-hole club in the Round-up City and they decided to finance him to some tournament experience in return for some smart publicity.