

# Promotion Is Pros' Big Job

By JOHN BUDD

Professional, En-Joie Golf Club  
Endicott, N. Y.

Golf professionals cannot expect an uninterrupted succession of 1946-1947-1948, with heavy sales, easy money to be made, and some laxity in service. That was too easy. So 1953 is likely to be the Back to Normal year in our profession.

We cannot hope to sell much new equipment to a slowly expanding group of golfers. We must accelerate the recruiting of new players. We must sidetrack some of our high power sales appeal and get to the business of golf service to every member and to our club program in general to promote more play. We must defend golf's amateurism and build a stronger tournament program in the areas we serve. In 1953 we are going to need more pro service and less sales fanfare.

Most of the golf professionals of my acquaintance, and that covers a bit of ground, have enjoyed fine years of business. The income from pro golf has been higher than the years before the war. Those who know the value of saving a buck here and there need not fear for tomorrow's bacon and eggs. Therefore, when can the time be more opportune for nailing down our business and giving our greatest service year to golf?

The game needs our best efforts. To give a half portion of service is to sell short the very game that has provided us with a livelihood and has brought us so many thrills and so much satisfaction from our work. Now is the very hour for action. The amateur code is sagging at many of its seams. Who knows better about pros and amateurs than we professionals? New players are begging for a start in golf. Who can steer them into the right channels better than we pros? Some club members are failing to get the top service that is in balance with the other features of their fine clubs. Who can give this service better than the pros who serve these members?

Golf is crying for its chance to prove that it is indeed the broadest means of recreation for the American people. Who, better than we pros can promote this potential into a reality that will send our professional to heights never dreamed of before. This is a daily challenge to all of us. 1953 is the year when we should tackle these vital issues.

## Sell Golf to More People

How? That is always the big word. The answer—tackle it and get the job

done. Get more golfers by selling the game to more people. Provide opportunity to play by having good rental sets always available for the casual player. This player today may be your staunch club member tomorrow. Get more people to hit their first golf ball. Promote new player contests. Organize invitation events where each member brings a non-golfer for hitting balls at your club, putting contests, approaching contests and a few pertinent remarks about the fun of golf from the golf professional. Get them into the fold and lead them into the greatest game they will ever know. Remember the times that elderly members have remarked to us, "Gee, I would give anything, if I HAD STARTED THIS GAME TWENTY YEARS AGO. Look what I have missed." We can help millions of people discover this great game of ours. 1953 can be the year of the great pilgrimage to golf.

In its infancy today, the district golf range clinic will be tomorrow's great rallying point for golf. Here the local district pros can meet the people face to face and hand to hand. What a sales opening for golf! Get them to know the feel of a well hit shot. Explain how easily golf can be tried. Steer away from the old saying, "you must know how to swim—before you enter the water." In the great crusade to get more people to play more golf, get them to hitting balls in any way possible. After the bug has bitten them is time enough to shape their playing technique.

## 2-Minute Lesson

During the past two years in my group lessons I have tried a 2-minute lesson. This is aimed at the few people who come for a lesson and then drop out. I tell them that if they could never get more than 2 minutes of golf instruction here is what they should know. First; one end of the golf club is HEAVY, second that if right-handed, the left hand holds the upper end of the club with the right-hand below. Keep the hands close together. Place the club behind the ball and stand so you can easily reach the ball. NOW, BY SWINGING THE HEAVY END OF THE GOLF CLUB BACK AND THROUGH, HIT THE BALL. It is surprising how many players can do fairly well with such a brief and simple start.

Native ability and love of the game of

*Golfdom*

golf is the native flint; BUT IT TAKES THE STEEL OF COMPETITION TO SPARK THE GOLF GAME. Therefore tournaments and competition are of utmost importance to golf.

There has been a laxity about some district and local tournaments in late years. Prizes are out of balance, emphasis is on winter rules, calcuttas, member wagers and such things. Many of such events are not equal in standard to the great game of golf. It is therefore our professional duty to exercise our power of persuasion and our superior knowledge of tournament affairs to build stronger events in our localities. It is our basic duty to know the rules thoroughly and make our decisions from the rule book quickly and decisively. The Amateurs expect this from us. And along the lines of rules, beware the self-appointed rules expert who can distort the rules of golf and use them for his own gain. Many cases come to light of false rules interpretations causing grief to ill informed players.

#### No Place for Shady Characters

We know professional golf. We are aware of its difficulties and hard spots and we know how kind it can be. We know how exacting its entrance requirements must be. We know it is not an easy spot for play-boy golfers who want to be connected with fine clubs so that they can play golf each day and never have a hard lick to hit.

So we have the great responsibility of interpreting the difference between true professional golf and the pseudo pros and the fringe amateurs who are trying to "hustle" a cash gain from the game. The stain of sordid commercialism is on too many in amateur golf today. There are fine yet misguided players who are flirting with trouble. These fellows want no part of true pro golf. They dream of soft jobs secured because they have a fine golf swing and easy small talk. They scheme for big prizes at amateur tournaments and hope that some way they can make material gain from such play. How quick can we pros tell them that they cannot make such ventures pay? How well we know that they are treading on dangerous grounds. Others of these misguided ones hope for golf angels who will pay the tariff and give the free swinger a free ride through leisurely days of golf playing. Why not tell the truth to such players as these; give them the bitter truth? The sooner they find out about this mirage the better they will be and the cleaner amateur golf will be.

We must protect the portals of professional golf. We must seek better types of young men to break into the profession of golf. Our eyes should always be on the alert to find the cleanest and smartest

type of young man in our caddie ranks and or on our scholastic golf teams. We should build stronger professionals.

Yes, and we should make it unmistakably clear that there is no twilight road into pro golf. Make the leap in the bright sunshine of public knowledge and proper leadership or shun every sign of shady half measures that might bring dishonor to golf and the individual alike.

So, let's look to 1953. A year of normal sales, without doubt. Let us take this chance to build a stronger game of golf. Let us grasp this opportunity to serve better in our job as professional, as the community leader of this great game, as the guardian of professional golf and amateurism alike and may our 1953 slogan be the same as that great one from Rotary International, "he profits most, who serves best."

#### National Golf Fund, Inc. Is Organized; Riggins, Pres.

A non-profit corporation has been formed to administer the proceeds of National Golf Day, sponsored by the PGA and Life Magazine. The corporation has been named National Golf Fund, Inc. and the first complete report on the success of National Golf Day was made at its first meeting held recently in Chicago.

The corporation, with Fred L. Riggins, Sr. of Port Huron, Mich., will administer a fund of \$80,024 realized from the first National Golf Day, May 31. Some 14,000 players succeeded in bettering Ben Hogan's score, their handicaps considered.

The fund will turn over 50% of these proceeds to the United Services Organization in accordance with the original object of the Day, at a formal presentation ceremony in New York, October 21. The remaining proceeds of National Golf Day will later be distributed among worthy golf charities and projects.

Members of the new corporation include seven ex-officio members. These include the three officers of the PGA: Pres. Horton Smith, Sec. Harry Moffitt and Treas. Harold Sargent; the Chairman of the PGA National Advisory Committee, Bing Crosby; Pres. of the Western Golf Assn., Gordon Kummer; the editor of Golfing and Golfdom magazines, Herb Graffis; and the editor of Golf World, Bob Harlow. Six additional members who are prominent in golf will later be elected by the present membership.

Directors of the new organization include Riggins; J. E. King, Vice-President of Time, Inc.; Milton Woodard, Executive Secretary of the Western Golf Assn.; Graffis and Thomas W. Crane, PGA Executive Secretary, who has been elected Secretary-Treasurer. The annual meeting of the Corporation will be held in Chicago, November 10.