good golf unless somebody showed you the right way to swing and hit the ball. I
told them if they paid close attention to
what I was going to show them and didn't
mind if things went a little slow at first,
that before the lessons were over I'd have
every one of them driving a ball farther
than their mothers could and almost as far
as their fathers.

"I tried to make them feel the lessons
were going to be a sort of game, and all
during the lessons I was careful to joke
with them whenever I could to keep them
interested. I guess I succeeded, for every
one of those kids stuck out the ten les-
sions.

"So you see I made $110.00 for ten hours
work, which you'll have to admit is pretty
good pay!"

Sales Profit Good

"And that wasn't all. You'll notice I
said nothing at all about golf clubs in my
letter, but don't think I was forgetting them? I
did that on purpose, because I
knew that if the parents wanted to send
their kids to me for lessons, they'd have to
outfit them with clubs.

"Sure enough, when they came around
to enroll their youngsters, they nearly al-
ways brought up the subject of clubs, and
I always suggested that they buy some in-
expensive light ones I had in stock that
would be just the thing. I sold six sets of
clubs, two woods and four irons to the
set, and five bags, light canvas ones. There
was a nice little profit in those sales to
add to what I'd made on the lessons.

"I'm making an indirect profit of them
all the time, too. This season will be the
fourth year I've held the class and there
are at least a dozen young players out
here that I used to have in my classes.
They still buy their golf equipment from
me, and most of them still come around for
lessons once in a while.

"Incidentally," I asked, "do these les-
sions do the youngsters much good? What
sort of scores do they shoot after the
course of lessons is over?"

"That's an interesting thing," my friend,
the pro, answered, "It's remarkable how
much most of those kids get out of the
lessons. Of course, some of them take the
lessons just because their folks make them
and as a result don't have a whole
lot of interest in the course, but the rest
get to playing mighty well. On an aver-
age, I'd say they learned to drive a
straight ball at least 125 yards, and go
around in 120 to 150 strokes. About one
in ten gets as good as 100 or less, and one
boy who was in my class last year is so
good that his folks are sending him to the
Western Junior next month. He's never
over 85 and generally under 80.

"Yes sir, I guess in the three years, di-
rectly and indirectly, I've earned over
$1000.00 because I started those lessons.
You can say in your magazine that I
haven't any copyright on the idea and any
pro who wants to can make a lot of extra
money on the kids around the club.

Best to Erect Bird Houses in
the Fall

THE value of the native song birds in
aiding the greenskeeper in his annual
fight against weed and insect pests was
discussed at length in the May number of
GOLFDOM. A few hundred dollars invested
in bird houses and other equipment will
attract dozens of birds to your grounds and
many dollars in greens expense will be
saved annually.

Autumn is the time of year to install
bird houses. Our native songsters have an
extremely acute sense of smell and will
refuse to nest in any house that has not
had time to weather. Fresh paint and
even the lingering odor of human hands
will almost invariably deter the birds from
nesting.

Accordingly, if the houses are put out
in the spring just before the birds arrive
from the south, there is little chance that
they will stop on your grounds. On the
other hand, if the houses have had an op-
portunity to weather throughout the
winter, the birds will remain to nest.

Take up the subject of making your
grounds a bird sanctuary at your next
board meeting; decide on your appropria-
tion, and erect the houses before winter
sets in. Otherwise you may wait a year
for your assistant greenskeepers—the
birds.