DUE credit, I suspect, has not been given the ambitious pros who during the last five to ten years have become thinking, aggressive business men and whose actions, subconsciously, abound in business building details.

Few realize the effect that these pros have had on the younger generation in the profession whose number has so decidedly increased with the comparatively recent marked growth of golf. Probably these older pros themselves don’t realize their importance as examples and our work for the good of the cause might be advanced did the veterans fully appreciate their power and responsibility for good.

Lots of the youngsters anxious to succeed copy the traits of the pros under whom they worked. The noteworthy ones of these boys are the fellows who have good jobs and flocks of friends because they settled down and made good on the jobs they had. The days when a pro was one year at this job and the next year at another one are past. Good permanent positions are desired by lots of fellows but are attained only by the fellow who first made good at some minor job.

Analyze Your Job

A pro to make good must first analyze his own club. Ask yourself, “What do my members want of me?” Where is my source of revenue? Is it mainly from my playing—my teaching—my shop—or in a pretty even balance? Should I spend my spare moments practicing my own game or out watching some fellow who is practicing and doesn’t know what he is doing?” These, and a number of other pertinent questions will occur to the pro who will subject himself to some valuable self-analysis.

The fellows who don’t take lessons may be used as ads for building up more business. Give these members a few free tips in an encouraging tone of voice. Once set right they will tell all their friends about it. Lots of these fellows who pay for lessons think the pro is fully paid by cash and don’t always advertise as the pro would like even when the lessons plainly do a lot of good.

Easy, Brother

The average player doesn’t like to be told his swing is all wrong. He probably has played a number of years and thinks he has a good game, but not much luck. An old pro once told me not to be aggressive in instruction unless a pupil tries to over-run the instructor; in that case step on the gas. The easier way, however, to get the pupil into your way of doing is to undermine his incorrect swing. As an illustration, take a person with an over-swing. Try and get him to keep from breaking his left wrist at the top of the swing—a sure cure for a slice. The pro who makes friends and money on his lessons are the tactful ones.

Figure Out Your Members

The members of your club are the successful business men of your community. If they were not, they couldn’t get into the club and couldn’t afford it.

Every town is the same. You’ll run into cheap skates every now and then. Probably some places have more good fellows than other clubs. Maybe you have, or think you have, more “crabs” in your club than some other pro has. Figure out how to handle them. That’s one thing you’re getting paid for. Stop and think; “Suppose I were in a position to get a better job that had been offered to me. Would Mr. So-and-so give me a real reference that would show my prospective employer that I am a fellow who puts all his brains and his effort into his job?” So work that no matter how “crabby” a member might be, he couldn’t do anything else honestly but give you a favorable reference.

Handling Visitors

Visitors go all over the country to play golf. They are bound to compare your club
with others by the way they are handled in the pro shop. You are helping your member to show very pleasant hospitality when any of his guests come into your shop and get treatment that is every bit as business-like, expert and cordial, as you'd give your members.

Does your shop man address the customers with "Mister," "Missus" or "Miss," or hang around in a disinterested fashion until the prospective customer arouses him into action? Walk into a high class store and see how you are handled. Build your store on the same basis.

**Excel Competition**

You fellows have it all over the stores when it comes to a good selling set-up. Free and authoritative tips on distance, grip and swing—explaining the importance of the weight and length of clubs—upright and flat lies, etc. Show them you know your business and do it in a way that will assure them buying with complete satisfaction.

Be on the job as you should be and strive to have your members pass judgment on your establishments as the best run pro shop of its kind in the world. Give them the merchandise and the service they're entitled to, and they'll come back for more. It may be a little slow in getting its message across to your members, but they're entitled to, and they'll come back for more.

The copy winds up with the statement that there were only five families that spend $20 or more at Rolling Hills during 1927, in refusing the idea that golf is an expensive game.

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**Pay-Play Course Pushed by Good Advertising**

G. W. DARLING, manager of the Rolling Hills fee course at Marshalltown, Iowa, is making good use of local newspaper advertising.

The Rolling Hills advertisement shown here refers to the opening of the second nine holes of the course and improvements on the original nine in making the layout more attractive.

A strong feature is made of the lowered cost of "quantity" play, which includes special 25 "privilege" tickets good for any member of the family. Free guest tickets for people playing their first games of golf and rain checks good when less than 9 holes have been played, are other features of the interesting advertisement.

The copy winds up with the statement that there were only five families that spend $20 or more at Rolling Hills during 1927, in refusing the idea that golf is an expensive game.