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," "Missis" 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 refuting the idea that golf is an expensive game.

GOLF

"Pay as You Play"

Now Rolling Hill Golf Course is open to the general public where the entire family can play for a small daily fee—or, if you prefer, buy a privilege ticket, it's cheaper

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...