played up which really turned the trick. All of the boys from the pro down to the caddies take an active interest in each customer who comes in, and train themselves to learn their names as soon as possible. Every customer gets a friendly greeting, and a definite point is made of saying “Thank You” whenever a purchase of even a nickel’s worth of tees is made.

It may sound a bit thick to greet a golfer who plays only a fair game with a remark like, “Now we can really go on with the season, that you’re back again,” when he comes in for the first time in the spring. Said with a sincere and friendly smile, it goes over at Washington Park—and brings them back, and makes them regular visitors.

A friendly question about their game leads customers to confide a difficulty with a shot. Watching players at the first tee whenever he has time helps Irv see for himself what individual players are doing. A tip on the grip or any other default of the swing builds good will and leads to lessons and to equipment sales. When a customer is dubious about the worth of a new set of clubs he purchased, a brief lesson or two, given free, builds up confidence and frequently interests customers in following through with a series of paid lessons.

Special instructions for high school classes every day during the spring and fall are also offered free. Players on the high school team are encouraged to come in for free advice on golfing problems they may have. The extra time, Irv finds, is paying dividends in swelling the number of golf enthusiasts who become regular paying patrons of the course.

What about slow players? A good many women—and men too, come in and say, “I hate to start.” Irv encourages them to take their time, but to let the other party go through. The kindly caution keeps the good will of faster players as well.

It’s the recognition that mediocre players as well as top-notch golfers get, that is important in building up profits on a public course. That’s the secret of Irv’s increased profits in every department of his club. Both types of customers must be pleased, just as all types of customers are catered to in the stores downtown.
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the long courses. Paul's operation of these pre-
cision clubs and their distinctive design have boosted
their pro-shop sales this first season of their ap-
pearance.

Bayer-Semesan Co., Wilmington, Dela., has sent
a glass measuring cup for Du Bay fungicides to
the greenkeeper of every grass green club in the
U. S. The cup is something the greenkeepers find
very useful. The company wants to make sure no
greenkeeper has been skipped by accident, so any
greenkeeper with grass greens who didn't get one
of the cups will get his, while any are available,
by writing the company.

North & Pfeiffer Mfg. Co., Providence R. I., has
been enjoying lively sale on its practical canvas
shoe bags among golfers who play considerable
of their rounds away from the home club. It's a
handy item for quickly packing and easily carrying
shoes. The bag retails at $1.00. Further details
may be secured upon request from the company.

W. H. Nolan, manager of Nolan's Caddie System,
Box 384, North Bennington, Vt., has issued a prac-
tical educational booklet on caddying. The instruc-
tion book is called Caddie Routine. It's simply
written and plainly illustrated. Single copies are 25
cents. Substantial discounts are given on quantities
of 50 and 100.

The 3rd hole leads all others in aces batted in,
followed by the 6th, 9th, 4th and 5th holes in that
order. The 13th hole, ranked by many players as
a jinx, actually stands 6th in luckiness.

"Out of approximately 17 billion holes played
since the offer began, only 26,000 verified hole-in-
one shots, or about one in 650,000 have been awarded
this recognition by U. S. In distance, the holes on
which tee shots have been sunk range from 90 to
310 yds., with an average of 161 yds. Ninety-nine
per cent have been par three, but, of course, the
310-yarder was a par four. . . . Every age and
position is represented on the list of lucky golfers."

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