

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 lessons.

"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 always brought up the subject of clubs, and I always suggested that they buy some inexpensive 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 lessons 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 average, I'd say they learned to drive a straight ball at least 125 yards, and go around in 120 to 130 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, directly 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 opportunity 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 appropriation, and erect the houses before winter sets in. Otherwise you may wait a year for your assistant greenskeepers—the birds.

PROFESSIONALS should not overlook the merchandising value of a well-dressed display window. Many a member has passed the pro's shop on the way to the first tee lacking enough wooden tees or golf balls for the round. He intended to buy them at the shop, but nothing reminded him of it. A well dressed window, frequently changed, is almost as effective as stopping each member as he passes and asking him to buy.