

trict) went after shop rehabilitation in a way that already is showing marked results with his members. They give evidence of their agreeable surprise in increased patronage, and Heaney, by being a real merchandiser, shows that he has the disposition and ability to hold this business. Charley Rouse at Briergate (Chicago district) is one of the younger school, although an old-timer in the business end of golf. Charley has shown that he is a business man in the way that he handled the caddie situation at Briergate, one of the outlying clubs of the district. He sold himself to his club so well in the handling of this job that the club is trusting him with the pro shop sales management this year. He did some very thoughtful studying of display methods this winter and came out to the club this spring in the belief that more display cases would sell more goods, so he has ordered display cases and racks that will give him a chance to put the shop's attractive stock before the members.

I could go on indefinitely citing cases of pros who are wide awake this spring to the rich possibilities of pro shop selling on an up-to-the-minute basis, but I also could tell of many cases where the pros are sleeping, lazy, or don't care. It's up to the young pro, during the next couple of months especially, to see whether he is going to be in any of these three out-of-luck classes during his career.

The day is coming speedily when club officials will realize that the cheap pro is a serious extravagance for any golf organization, and then certainly—probably before—the young pro who has shown that he is a merchandiser of golf goods, service, and personality will be sitting on top of the world.

## Ward Wins Player Trade by Mail

A. E. WARD, pro at the Winfield (Kan.) Country club, is one of those bright pro merchants who doesn't believe in having his sales cut down because he connected with one of the smaller clubs. In addition to winning the trade of his own members 100%, Ward goes after business from the 150 members of a club in a neighboring small town where no pro is employed. For the past three years he has worked in developing this out-of-town trade and built it up well.

This year he is sending the following letter out after business:

The good old golf game is on once more. This is the time of the year to brush up on your game, look in the old bag and see if you have any clubs that need repairing, or if there is a new club you need. I shall be very pleased to help you select the right club or take care of your repairs. Do not trust to inexperienced amateurs who think they are doing you a favor by getting you something cheap.

We have all learned the lesson of trying to get something for nothing; we usually get nothing and are disappointed. All my clubs and balls are guaranteed by fifteen years' experience of club making and pro service.

I will be pleased to show you my new line which I have selected for your convenience. Come in and look them over.

Yours for a better game.

## Mailman Helps Virginia Pro Get Jump on Trade

A FINE combination of a clean-cut business getting letter and a reminder to the members that their pro counts on their business, has been sent out this spring to the members of the Lonesome Pine Country club, Norton, Va., by its pro, W. C. Qualkenbush.

This letter reads:

To the Members of the Lonesome Pine Country Club:

I will have in stock after March 15, a complete line of golf accessories which will appeal to the most discriminating golfer.

My stock of clubs are especially fine, consisting of a large variety of models. Among these is a large number of the justly famous Stewart Irons, hand forged in Scotland by the world's greatest iron club makers, and found in the bags of every champion. Also stainless steel clubs, as well as standard lines. My wooden clubs consist of a variety of the most approved models and exactly matched in sets, to fit in the matched sets of irons.

All clubs, bags and balls guaranteed to please you unconditionally.

If you want your clubs kept clean and repaired for the coming year please have your name put on my list. Fee \$10.

Also start the season right. While old faults are not so persistent, take a few lessons.

I am dependent on your patronage as a supplement to my salary and ask for it on the basis of giving you value received plus the service that only long experience as a golfer can give.