



Billy Gordon

"Help Yourself"

*Is Successful Pro's
Tip to the Climbers*

By W. C. GORDON, Professional, Rockford (Ill.) Country Club

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," "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 bound to notice it and very much to your profit, in the long run.

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 refuting the idea that golf is an expensive game.

GOLF

Pay as You Play

"The National Pastime"

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

Golf within the reach of all in Marshalltown this year. With the addition of nine holes Rolling Hills doubles its capacity. This will allow for companies on busy days of play and will make it possible for everyone to play golf.

The second nine has larger greens with smoother approaches and is laid out on gently rolling ground which will make the play much easier for those who find it difficult to climb steep or long grades. The length of this nine is 2,800 yards, par 36.

The original nine has had much work done on it since last season. It has been lengthened 247 yards and has been greatly improved. No. 1 green has been drained, the bunk on the back has been modified and the approach widened. No. 2 green has been leveled, the bunk has been lowered fourteen inches, the bunk has been stopped and added, the approach has been raised and corrected. New greens have been made for 2, 3 and 5. New tees have been built for 2, 4 and 6.

The greens have been adjusted to make it cheaper for those who like to play a lot of golf. Quarterly play costs less than last year.

With the new arrangement we have kept in mind at all times the majority play and have worked out a plan that will make it possible for all to play in comfort at all times at a very reasonable rate.

Twilight Ticket Good For 25 Privileges \$6.25

To accommodate those who are employed during the day we have issued a twilight ticket which entitles the holder or any member of his family to 25 privileges good after 4 p. m. on week days, for \$6.25.

Our regular ticket of 25 privileges good for all day including five Sundays or holidays is \$11.00. Should the holder or holder be used before the balance of the ticket the holder may use it on Sundays or holidays by having a daily privilege punched and paying an additional 25 cents.

We also have a ticket for 25 privileges good for all day week days only, for \$10.00.

With this plan the purchase of two tickets entitles the holder to 25 all-day privileges and 25 evening privileges or 50 privileges for \$16.25 or including Sundays and holidays for \$17.25. While last year 10 plays cost \$20.00.

Rain checks will be furnished those who have not been permitted to play nine holes on account of rain.

Guest Tickets Free

Guest tickets will be furnished players desiring them to bring free a guest who has never played golf. These tickets will be good on week days only.

Non-resident ticket which entitles the holder or any member of his family to sixteen all-day privileges, including four holidays or Sundays, \$6.50. Should the holder or Sunday be used before the balance of the ticket the holder may use it on holidays or Sundays by having a daily privilege punched and paying an additional 25 cents.

Daily Play (week days good for all day) . . 50c
Holidays and Sundays (good for all day) . . 75c

Our records show that there were only five families that spent \$20.00 or more for golf at Rolling Hills during the year of 1927. This shows that golf is not an expensive game. At this rate the cost per family for a year is less than 5 cents a day. If you will figure the cost of operating your automobile you will find that one Sunday's trip will cost about as much as one year's golf.

GOLF CLUBS and BALLS FOR SALE—CLUBS FOR RENT AT ALL TIMES.

Rolling Hills Golf Course

G. W. DARLING, Manager

This ad started season's stampede toward Iowa fee course