

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 comparison 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 widened. 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