

of anything that savors of personal publicity, the reporters give me "honorable mention," and that always helps a pro. Let them "pick up" their own stories about you, though, for trying hard to crash into print on a personal basis is bad for your club and bad for you.

We had a great story with pictures in one of the local papers reviewing our tournament program for last year and it helped to confirm my belief that a well arranged and active tournament schedule is fine for a club. We wound up our tournament schedule October 15 with what we called a "Comedy Swatfest." There were two players on a team, playing alternate shots and all players playing together. Almost every noise-making device known to mankind was used to distract the players. No one was allowed to interfere with a player by physical contact.

Horns, whistles, rattles, cornets, victrolas and a Fordson tractor fixed to backfire every few seconds, were among the devices used. Everyone seemed to hugely enjoy the event and we intend to repeat it this autumn.

"If I Were a Pro,"

BY "A MEMBER ON THE INSIDE"

IF I were a pro, to make myself more and better business, here are some of the things that I would do:

I would always bear in mind that my job was to give service to my club members. I would carry in my stock a reasonable number of the most popular brands of golf balls, so that when one of my club members or his guests wanted a certain make of golf ball I would be able to serve him by having it in stock. No golf pro can successfully carry all of the different brands of golf balls on the market, but no matter what his personal feelings are in the matter, he should carry the leading ones.

If I were a pro, I would take a great deal of pains to see that my shop was always clean and my stocks arranged in an orderly manner.

If I were a pro, I would make every reasonable effort to sell myself and my services to the members of my club. I would do this by addressing circular letters to my club membership from time to time, letting my members know that there was absolutely nothing in golf equipment that I could not furnish them from the stock

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The Harness Putter

proved to the pros that it sells itself. There is a new and logical idea to the Harness Putter. One side of the grip (the side in line with the hole) is flat. The rest of the grip is curved to fit the hand comfortably. The player can hardly help from keeping the head of the club at right angles to the hole all through the putting stroke.

In California and the South where the Harness Putter was introduced this winter, and at the International Golf Show at Chicago, hundreds of the Harness Putters actually sold themselves after players had made a few putts with them. Results are startling because the Harness Putter is designed to assure correct wrist action.

The liveliest club market is in putters. Stock and prominently display the Harness Putter right at the start of the season and you are sure to make a highly satisfactory profit.

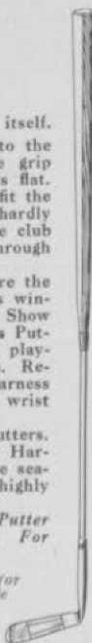
The retail price of the Harness Putter is \$6. Attractive discounts to pros. For further details write today.

We still have some good territory open for wholesale distributors to the pro trade

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that I carried, or that I could not immediately obtain for them. I would always bear in mind that if I wanted to do a good business that I had to go out and make that business for myself.

The position that a golf pro holds with the majority of the members of his club, is such that it should be a very easy matter for him to sell himself and his services to his entire club membership. If he does this he will prosper in every way—in the number of lessons that he gives, and in the quantity of good golf equipment that he sells to his members.

If I were a golf pro I would not complain of the competition of the department stores and of the merchandising type of sporting goods retailer, but I would make a point of competing against this by selling myself to my club members in such a way that they would hesitate a long time before they would buy any golf equipment from anyone else but myself.

If I were a pro and I received a letter from some manufacturer asking me to pay my bill, I would not become insulted and offended by the receipt of such a letter, even if I thought the conditions did not warrant it. Action such as this is childlike and absolutely unbusinesslike.

At all times, I would bear in mind that in large business organizations, mistakes can occur in the same way as the pro's boy in the shop may make a mistake in dealings with his members from time to time. I would look upon all my business transactions as strictly business affairs, and before I would curse out a manufacturer and refuse to continue to sell his merchandise because I had been asked to pay my bill, I would take the matter up with him first—talk it over in a friendly way, and see if adjustments could not be made or explanations offered that would settle matters to the satisfaction of all concerned.

To a reasonable extent, if I were a pro I would display the hangers and the reprints of periodical advertising that is sent to him by manufacturers, for I should bear in mind that many of my members see this advertising in the publications where it is printed, read it and become interested in the product that it advertises. When they see this advertising displayed in my shop, it immediately stamps me as a progressive dealer and lets my members know that I am carrying up-to-date merchandise that is being advertised in national publications.

The PAR TEE



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