

11. I would want a man that would take an interest in the club; I would always welcome suggestions as to improvements—the cutting of expenses, running tournaments, etc. It is easily noticeable all successful pros are vitally interested in their clubs.

12. I would want him to be a member in good standing of the Professional Golfers' Association of America.

For such a man I would do all in my power as a board member to see that he got the support of all the members, so as to have him contented and satisfied. If he could not give satisfaction we would be on the look-out for a new pro. I would invite him to Board meetings; would encourage him at the needed time; would be his loyal friend; would try and not have the usual propaganda that gets out saying that the pro's merchandise is higher than his competitors', or that he was making three or four times as much money as he actually was—which is such a very common thing of today.

If this were done, we would have a satisfied, well-liked pro, a better club and a contented Board.

A man like this would not be hard to obtain, although it sounds as if it is a lot for one man to do. But a pro succeeding in the business does all of these and more too.

Change of Scenery to Pep Up Sales

By FRANK WILLIAMS,
Professional, Skokie Country Club

ONE important detail of professional sales operations this year, in view of the lively merchandising interest manifested by pros must be making changes in the shop so the members' interest is awakened by the novelty and attractiveness of the revamped establishment. Especially in the case of a pro starting his first season on a new job must this part of the work be given serious consideration. The conditions are such that a pro is afforded an excellent opportunity to woo back the trade that might have strayed away from the shop, due probably to no especial error of omission or commission on the part of the pro, but because of the wanderlust that seems to be a part of the American buying temperament.

In my own case, I am remodeling the shop so it will not seem the same to the



FOR 10
PROGRESSIVE
PLAYERS

who deprecate the evil of golf ball bootlegging, who wish to remove temptation from caddies, who want to speed up games and avoid ball disputes, can get together with their pro or club committee and establish for themselves, in their club shop, convenient at all times, whenever they make a golf ball purchase.

FULNAME
GOLF MARKING
BALL SERVICE *free.*

Each player simply signs a convenient order form for a Fulname Die at the regular price and full equipment, including the \$20. Fulname Marking Machine, inking slab, roller, the new improved Fulname Liquid Ink, and die rack, are sent on trial with money back guarantee. By our plan the objective can be quickly, easily, and conveniently accomplished by

ANY CLUB OR PRO

Fulname marking is the standard; it is permanent, unmistakable, cannot injure the ball and is in use by over 3000 clubs in 16 different countries. Players, clubs, and Pros are invited to write at once for our unusual offer.

THE FULNAME CO.

Cincinnati, O.

5 reasons for using Hickory Shafted clubs

1 The Leading Amateur says—"I have learned my game with Wood Shafts and until I become unable to procure Good Hickory or until Steel Shafts are made, which ACT and FEEL like Wood, I shall continue to use Wood."

2 Requested to name the World's ten Leading Golfers, a well known writer listed nine who use Hickory Shafted Clubs.

3 In a test of over 150 Drives, Hickory Shafted Clubs averaged over 14 yards greater distance than Steel.

4 High Grade Hickory Shafted Clubs are from 10 to 30% stiffer than Steel.

5 The Government report places standing Hickory at SIXTEEN BILLION FEET and the consumption, at approximately the annual growth.

THESE facts will prove that no shortage of Hickory exists for making First Quality Shafts, which leading Professionals and Golf Manufacturers state there has never been found a satisfactory substitute.

The opinion of these men should influence the Golfing Public to use Wood Shafted Clubs and not to accept incorrect information regarding Hickory.

We are the first to introduce guaranteed uniform grade, machine tested for stiffness, nature cured Golf Shafts.

GOLF SHAFT & BLOCK CO.

Memphis, Tennessee

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Golf Shafts - Heads - Blocks

members. People like something new, and I am going to try to give it to them. New display racks are being installed with display facilities for a stock several times as large as that normally carried. The re-vamping plan calls for re-decorating the entire shop with some pleasing color that is easy to keep clean. The policy is to be an attractive, fresh appearing shop, plus a complete line of the best clubs at the same prices as the better class down-town stores.

Many times members *think* they pay the pro more than the store charges. Even though the store's merchandise is not the same high quality as the pro's, the pro is unjustly penalized and seldom given a chance to go into detail. To counteract this thought I intend to send out a letter to all of our members telling them that my prices are the same they have to pay down-town.

The customer must have a good assortment of standard, highest grade, brands, and that we give them in our new shop.

Handling the "Crab"

I believe that many of us in the pro tribe are inclined to pass up the member who is termed a "crab." I do not wish to imply that I have not done so in the past, either, but from now on the "crab" is the one person who is going to be pleased if it is humanly possible. The crabs always are the biggest and loudest talkers. They certainly can do the pro a lot of harm or good—so why not make sure that it's the latter?

Assistant Pros Need More Help

By F. PLAY

MY COMPLIMENTS to Paul Scott on his recent article in GOLFDOM relating to the status of the assistant. It served to draw attention of the thinking men in the profession to the assistant's need of better conditions of employment and training, and to the wisdom of making these needs a matter of P. G. A. study and action. As the matter stands now, the assistant can shift for himself as best he may, and this is not a situation that the P. G. A. should permit.

Someone should blush at the assistant pro's wages mentioned in Scott's article. Whether it should be the professionals or the clubs I'm not sure.

I know of boys who have been brought up since they were wee laddies to be pro-