



The first 18-hole cotton-seed hull indoor putting course in the Chicago district is installed at the Medinah Athletic club.

Spring Cleaning Opens Pro Drive for 1930 Sales

[A pro's wife gives timely reminder to aspirants for big year in shop sales.]

IN THESE columns have been printed many words telling of the value of the behind-the-scenes teamwork of pros' wives. The importance of this co-operation in making pro shop business run smoothly is hereby impressed especially upon those boys who still are benedicts and for that reason might be inclined to pass up the sales stimulating value of the gala spring house-cleaning and opening.

To act as a reminder for the whole flock, we are going to introduce Nell Williams Biggs, who is the real boss of that fine fellow and good pro, Elmer Biggs, pro at the Country Club of Peoria, Ill.

Friends of the vast invisible audience this is Mrs. Biggs speaking:

"This should be the time for an article on spring housecleaning in 'GOLFDOM.' These boys are liable to forget their spring clean-up from year to year, as well as get started too late on it.

"At the Peoria C. C. Mr. Biggs started two boys March 1st and they have the shop painted from top to bottom, all white. Elmer has been spending all his time marking and checking the spring clubs,

etc. So I spent three days last week and finished Friday night, putting the finishing touches on the shop decorations. All clubs are marked, put in place, and so is everything else; last year's merchandise, also; my books are all set. We know just how much we have in stock, and insurance checked. Sunday being a lovely day, (the members are aching to get out) they stopped at the club and sales were good. The members were favorably impressed by the shining new clubs he had on display.

"Now that things are going I will only go to the club on Friday mornings; what other golf work Elmer wishes me to do, will be done in the evenings.

"I wonder how many shops are open, windows washed, painted, and nice new shining clubs and balls displayed? I know there aren't many—and it's a shame because this is going to be a big year for golf. So the fellows must get busy, without delay."

And that's that, from one who knows her stuff in golf merchandising.

If your own painting and brightening of your shop isn't done take this tip.