

Push Shots for More Pro Business

THIS use of mail in promoting pro business ought to do a lot this year in making more money for the boys. There are plenty of instances of pros using letters of their own to stir up business. One of the successful letters is that which Doug Woodrow, formerly pro at Holland (Mich.) C. C., and this year with Southmoor G. C. (Chicago district) sent out to his Holland members; the letter was mailed at the start of the 1929 season. It's a commendable piece of pro work. Doug wrote:

I have been re-engaged as your professional at the Holland Country Club for the coming season and would like to make a few statements in behalf of myself and the shop.

I will do my best to give the members of the club first class service, will maintain a clean, tidy shop and I will be on the job at all times to render you service.

In my shop I will carry a full line of woods, and hand-made domestic and imported irons second to none, also a complete line of bags, balls and other golf supplies. I will be glad to order special for you anything that I have failed to stock.

On teaching—I have made a special inducement in regard to price on lessons. A member can buy a ticket good for six lessons to be used by him or any member of his family for ten dollars plus caddy fees. Otherwise lessons will be given at the rate of two dollars per half hour plus caddy fees.

The cleaning, storing and caring of clubs will be the same as last year; i. e., \$1.25 a month or \$7.50 a year.

You will find enclosed cards for cleaning, storing and caring of clubs, also for lessons for you and the family. If you desire this service, please sign card or cards, and return to me at the club.

Thanking you for your attention, I remain,

Yours professionally,

DOUG WOODROW.

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"Cold Water" Teaching Method

At Lynnfield Center, Mass., there is a pro named Arthur Grant, whose members of the Sagamore Spring G. C. have been introduced to a smart idea in golf instruction.

Art, like all other pros, has a tough time teaching his pupils to keep from a conscious lifting effort on an iron shot. He, like the rest of the boys, has thought and labored to get the students over this "hump" in instruction.

One day Grant was sitting around the locker-room picking up hunches from the comments of his members on the Sagamore course's most interesting holes. The consensus of the good players named the seventh, a water hole requiring a hundred-yard carry from the tee. This hole is 400 yards in length and it is a nightmare for the dubs. One of the members who still had to realize the ambition of going around steadily "in the gay nineties," spoke up naming this heart-breaking seventh as his favorite. Explaining, he continued: "I used to take lessons from Art and go out to play after the instruction, breezing along in pretty good shape for me, until I got to this heart-breaker. Art saw me there one day playing my usual 8 or 10, dropping plenty of shots into the water. Art threw out a few balls and said, 'Hit the three of them right out into the water without looking up. They're old balls, and not yours anyway.' I socked away at them and they all went across good."

Grant says this gave him a hunch that he has employed with great success in teaching ever since. Whenever possible he will take a pupil to the water hole, or any other hole where the student is having trouble, and give him lessons there. The lessons thus staged have strong psychological effect as well as being basically sound instruction. The success helps him to sell more instruction. In Art's opinion, if a pro can get a bunch of old balls and have a kid to reclaim them from the water, a water hole, in off hours, is an ideal place for doing effective teaching.

Dressing Up Pro Shop for More Sales

By WM. LOWELL, JR.

Vice President, Reddy Tee Co.

HAVING visited numerous pro shops, I have observed a good many of these