

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.

* * *

"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

shops are poorly lighted. In merchandising it is an accepted fact that a store should be bright. I therefore recommend to pros that if their shops are not bright that they arrange with their electrician to put in more powerful lights and if necessary some new fixtures.

The next point I want to bring up is about floors and the importance of having them attractive. If you have a concrete or cement floor, I suggest painting it a dark red and then buying a reasonable grass rug to put down. This job is comparatively easy and inexpensive and to see the finished job is proof of its worth. If on the other hand, you have a wood floor, then linoleum is the best bet. There are many attractive designs and the cost is not great, but you will have to get some grade that will stand the wear of spiked shoes.

Now that we have an attractive floor and bright lights, let us turn our attention to the walls and windows. In most cases I would recommend white walls. Give the walls a coat of flat white paint and then a coat of white enamel. A few golf pictures will add considerably to the appearance, and these should be easy to procure at little cost from one of the local stores.

As to the windows, I believe that it is well worth while to put up drapes. Here again is something that can be handled inexpensively. Simply buy a few yards of material and then friend wife, (if you are a married man) or someone in the family, no doubt will gladly prepare it.

So far I have just talked about the shop itself, now we come to the display of merchandise. With the proper setting it is comparatively an easy matter to advantageously display your golf equipment. I suggest that you have the different makes of clubs displayed separately and have a small sign over each group, designating the make. This draws the golfer's attention to his favorite brand of clubs and thus facilitates a quick sale.

For golf sundries, golf clubs, tees, etc., you have your showcase which should by all means be so located as to command immediate attention.

To top things off, a small wicker table and 2 or 3 wicker chairs is a splendid idea. Often times a golfer who is about to purchase a complete set of clubs, wants to discuss with you the relative merits of the different makes and it is a well known fact that a man is in a more receptive mood when he is comfortably seated.



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