

been a tendency in many clubs toward a reduction of the pro salary and pro profits. Such clubs probably have never had a pro capable of giving real service. When clubs find it necessary to adopt a more economical program, there are many places they may cut before reaching the pro department. We need more business professionals, pros who can score about 75 on any course and really understand the human element of club life and can offer real personal service to the club members in making club membership more desirable. We also need more clubs that will appreciate the value of such a man and keep him in demand.

Shop Service Leaders

I believe the following items are of outstanding importance in the successful operation of pro shop service:

1. A very courteous assistant must be in the shop at all times to equip the members with everything from tees to a smile.
2. Caddies should be neat appearing and well trained.
3. Efficient club cleaning service with special attention to see that every wood club face is cleaned, all clubs whipped and all loose grips rewrapped.
4. Never run out of standard make merchandise. The members may find additional service and convenience in a line of sport clothes. A live pro in some clubs will have to carry everything from umbrellas to shoe strings.
5. The pro should be on hand at all times for lessons or to entertain the members' guests by playing.
6. The weekly tournaments must be recorded and kept on file ready for reference. The tournament board must be kept up to the minute and the members frequently phoned reminding them of a certain match that must be played.
7. The handicap list must be carefully watched to see that no players wins an event with a ridiculous score.
8. The pro shop personnel must represent high ideals and be positive and practical in their thinking. They must believe in service above self. "He who serves best profits most," is the keynote of successful pro policy.

Boston, Mass.—Hovey & Co., 150 Milk St., have published their 1931 catalog of course supplies and equipment. It is a comprehensive and fully illustrated book and will be sent free on request.

Milwaukee Pros Show Smart Selling Showmanship

PROS are learning that advertising under their own control and some smart showmanship combine to have a favorable influence on their earning power. Some of the boys in Milwaukee have done nice jobs of stirring up golf interest during the winter and spring by means of lively publicity.

Francis Gallett and George Calderwood were booked for golf exhibitions in theater

FORE!
GOLF DEMONSTRATION
IN LOBBY OF
TOWER
THEATRE
FRANCIS
GALLETT
GOLF PRO. BANKERS BLDG.
THROUGH GOLF SCHOOL.
GEORGE
CALDERWOOD
GOLF PRO. at BOSTON STORE

ANTES
MONDAY & THURSDAY
JAN.
26 - 27
28 - 29

on the screen
BOBBY
JONES
WORLD'S
GREATEST GOLFER
in
ACTION

DRIVING-PUTTING
and TRICK SHOTS

COME AND SEE HOW
GOLF CLUBS ARE MADE

lobbies in Milwaukee and the event given publicity by extensive distribution of the handbill shown herewith.

One of the best looking folders advertising an indoor golf school is the job turned out by H. H. Webster for the members of North Hills C. C. and their friends. The hustling Webster fellow's folder has a picture of a piper on the outside, with the words, "Hoot Mon! Tak ae wee look inside!" The inside of the folder contained a good-sized photo of Webster and a well worded sales appeal and description of the attractions of the school.

The Gallett-Calderwood stunt shows a possibility for the smart boys hooking up with theaters for lobby shows at movies presenting the Jones pictures soon to be released. The tie-up ought to mean a grand ballyhoo for the theater and some welcome dough to pros with personality, showmanship and initiative.