

elsewhere." This is the way most of the better golfers feel.

Women Buy from Specialists

Men more than women frequent the bargain tables when they buy their golf clubs. They think they know what is what without the advice of a specialist—the pro. But women admit that they do not know what is best for them in golfing implements and usually go to a pro to get started in the right direction.

The men come later—after they have done a bit of experimenting and made a few bad purchases they eventually wind up in the hands of the doctor, their pro.

Many men think: "It is just a jolly pastime, I can sock the old ball anywhere." But women who look on the game seriously realize they can make progress quicker by taking lessons first. It's the women's names that fill up the engagement books of the pros.

They do not assume that they know it all but willingly use the advice and merchandise the pros have to offer.

FREE TEES

By The Roamer

Human nature being what it is seems to make it highly improbable that the experiment in free tee distribution will ever come into general practice. Most clubs have given up the experiment after one or two years' trial and it is certain that if all factors were investigated few would entertain the idea.

Where tees are given away no one ever thinks of picking them up. The result of this is a course strewn with tees in a most prodigal manner. Members of such clubs add greatly to the expense by taking a supply for use outside of the club and sometimes even supply their friends.

Another discovery that usually convinces the club of the weakness of the plan is the fact that invariably the expense for lawn mower repairs is greatly increased, a factor not to be over-looked in these times when economy has become so fashionable.

This year the professionals generally have had enough of a hard time and so have many clubs. Clubs giving away tees will do well to use the hatchet on this expense, killing two birds with one stone by

cutting their own expense and at the same time increasing the professional's income and interest through the sale of tees.

Collins, Kansas City Pro, Features Bargains in His Ad

AL COLLINS, bright young captain of pro industry at Indian Hills C. C. (Kansas City district) showed in his August advertising to his members how the wide-awake pro tunes his merchandising to the times.

This famous pro publicity of Collins', the *Al-O-Gram*, is mailed each month to Indian Hill members. The feature was on the Von Elm, Armour, Thompson and Long match Al promoted at Indian Hills. Al made dough out of the match and showed that pros who are willing to work on such a stunt can pick up several hundred bucks for themselves. His brief yarn related that the exhibition was worth the price of admission because it showed "how the famous champions miss them just the same as the lowliest dub." The story also gave the Indian Hill members something to brag about by reminding them that the exhibition proved the course "is a sweet layout and no set-up for any golfer." Al commented, "Hagen shot three 68's in the Canadian Open and he can have my golf shop if he can do the same in 5 loops over Indian Hills." That's the way for a pro to help build club spirit.

Al took command of the cheap ball competitive situation by advertising practice balls for 15 cents, repaints four for a dollar and rewashed balls, three for a dollar. He let them know that if it's cheap stuff they're looking for he can supply them. Some space was devoted to reconditioned clubs for beginners. He also advertised free group lessons for the juniors for an hour each Saturday morning during August.

Some free advice on correcting slicing was concluded with this friendly paragraph:

"If you want me to look at your swing perhaps I can detect the trouble before you start off the first tee. Don't hesitate to ask anyway. I'm not talking about selling you a lesson. I'd just like to see if I can help you get away from the 'curl to the right.'"

A lot of the other fellows would be playing smart if they copied this Al-O-Grams stunt Collins uses. It doesn't cost much money but it does call for some thinking and effort that earns a profitable return.