

game, just a nice way of contacting with the cash customers who now pass by the pro.

Once a pro succeeds in giving a given member a lesson he is on a different footing and entirely with that member from then on. He has a *sound basis* for taking a friendly interest in that member's game, an interest he could not take prior to the lesson without taking the risk of his actions being misconstrued.

Furthermore, the member who took his free lesson would naturally have to go easy on the kidding during the locker-room seances. It might go a long way toward busting up that small-boy psychology among the membership.

Of course the pro would naturally be under the necessity of exercising considerable diplomacy and self-containment. In fact I often wonder if many pros do not drive away considerable cash-paying teaching business by unintentional gruffness and unfortunate choice of expressions.

In this regard, not long ago I was standing in a pro shop when I noticed a young man about 25 years old standing there with a newish looking bag of clubs in his grasp, prepared for his first lesson with the pro.

At that moment the pro entered, nodded to the young man, said, "Let's go," and in the next breath bluntly inquired of the young man—"How good are you?" All this in front of the club-cleaner, two caddies and myself.

The young man flushed up and conceded that he wasn't so hot.

Now I ask you in all fairness if that ain't a hell of a way to commence a coin-chisel campaign with a cash customer?

If I had been the young man my answer would have been as follows:

"Why, you ape, that comes pretty near to being a damned fool question. If I was good do you think I'd be wasting my time with you?" Then I'd walk out and leave him flat.

A pro doesn't have to kiss the member's foot but it is always good business to keep your trap shut when there is no special necessity for opening it.

ELEVATED TEES require hand mowing, are difficult to drain and ordinarily require more watering than tees built at or only slightly above the level of the surrounding land. For maintenance economy build your tees so that power mowers can be used to cut the grass.

Pro Says Keeping Shop Bright Is Selling Aid

By C. V. ANDERSON, Pro

MY IDEA of creating sales for a golf "pro" is that he should not let his shop turn into a cemetery. When people come out to a golf course they are out for recreation, and recreation is nothing more than a pastime. A smile and a "hello," and "how are you hitting them" and "you'll do better next time," etc., surely is the way to a man's pocketbook as far as buying golf paraphernalia is concerned.

It is impossible to sell merchandise by standing with your hands in your pockets and a crabby look on your face—that feeling is immediately transferred to the prospective customer.

Now, when I say to be cheery and smile, I don't mean you should *fin* the members full of "baloney" or throw the "bull." What I mean is a nice smile, and "how are you" and "how's your game?" If they hand me a club maybe with a little string off it, or something, I just grab it with a "Yes, sir," and if my boy is busy I get the twine or go to the vise and do it myself.

Some reader may get the impression that I favor giving them a lot of "baloney." No—I just give them a pleasant smile and a gentlemanly "hello," to let them know they are welcome and that the golf course is a place where they can forget their misfortunes.

In my experience as a golf professional, I certainly believe that one of the biggest assets a "pro" has is: Don't let his shop turn into a cemetery.

Pros Laugh as Drug Stores Get Cut Price Backfire

RETAIL druggists in some localities are having a groan that is considered poetic justice by pros who were burnt when the drug stores dumped cheap golf balls. "Pine-board" drug stores, which cheap pine lumber fixtures and entire operating expense seldom up to 14% are giving the "legitimate" drug stores a price-cutting session that is plenty painful to the legits.

Wonder what the legits are going to say to the manufacturers who supply the pine-board stores? When it was a case of the legits knifing the pros, it was, in the legits' opinion, "just too bad." Now, of course, under-cutting will be pronounced by them an "unwarranted and fatal economic evil."