

Spend This Year Building Pro Profits for Future

By ELMER BIGGS
Pro-Supt., Peoria (Ill.) C. C.

WHAT GOOD is a depression? Funny question; but someone has said, and it seems to hold true, that there is some good in everything.

This, it is claimed, will be a season when, while most everyone seems to have more time to play there will be less actual play than for several years past. However that claim is doubtful as there is a good amount of early season play at many clubs. What can we do to make the most out of a slump, when we have one? Some feel the situation is not as dark and gloomy as it actually looks on the surface.

Some members of the profession feel they are going to have more fun than they have ever had before. For the last two or three years the boss of the shop was afraid to leave on his Monday off for fear he was going to lose the sale of a set of matched clubs. Now, he can take his day off because no one is going to buy anyway. At least some philosophically look thus at the situation. This year we are going to have the opportunity to make some real friends for friendship's sake, not just for what we may be able to get out of them in new equipment and supplies. This year we are going to take time to ask a player what kind of a ball he likes best; take the time to advise him the kind of ball he should use. We are not going to hand one over the counter with a take it or leave it attitude and say; "One dollar, please" and without the "Thank you" on the end.

Slow and Sure This Year.

This year we are going to eliminate some of the high pressure salesmanship attempted by high priced assistants in the shop. We are going to get back on the job and do this work ourselves, selling in an intelligent, advisory way. And we are going to make every sale bring another. We are going to sell so carefully, so serviceably, that the "down town" shopper is going to learn, through talking with his

friends in the locker-room and homes, that he can do better and be far more satisfied through buying from his professional.

This year some of us who are qualified are going to get "back to the bench" a bit. We are going to build a few sets of golf clubs ourselves, and take pride in the work. We are going to sell these sets to the scratch players after they have been matched to their feel and touch. And these scratch players, through their enthusiasm and lower scores, maybe will sell more and more sets to fellow members who always follow the leaders.

Pal With the Dubs.

We are going to have time to play a few rounds with the 80 and 90 shooters—those steady players we have all neglected the past three years. And this playing is going to increase our lessons which, naturally, will increase our earnings.

We are going to give these lessons ourselves and not turn this very important work over to the assistants. This year the members are going to want, and are entitled to, the best they can get for their money and we are going to give it to them.

We are going to quit playing politics. Quit worrying about a bigger and better job—because there isn't any to be had. Quit worrying about outside investments, about easy money-making ways. We are going to get back on a time clock basis. See that the shop is cleaned up; that the players are taken care of; that the rough is the right length; that the greens are like the players want them; that the outside crew is delivering dollar for dollar value in labor for the money they are getting.

Stir Up Club Progress.

We are going to work in closest harmony with the club officials and with the chairmen of the various committees. We are going to arrange for inter-club tournaments and ways for members to have the most fun and get the most good from the



HERE'S A
REAL BALL

PRO COLONEL

TEE-UP with PRO COLONELS.
Play the sure-driving game . . .
straight down the fairway to profits.

Over thirty years of experience have created and maintained COLONELS' reputation for accuracy . . . distance and durability—that combination you know every golfer wants.

Display PRO COLONELS in your shop. Keep them in your showcase . . . on your counter. PRO COLONELS are easy to sell . . . golfers know them.

[SOLD EXCLUSIVELY BY PROS]



Here's a PRO COLONEL Sales Booster

On a purchase of one dozen or more PRO COLONELS, if requested, we will impress the name of your customers, without extra cost.

COLONEL GOLF BALLS

Manufacturing Golf Balls for Over Thirty Years

ST. MUNGO MFG. CO. OF AMERICA

121 Sylvan Avenue . . . Newark, N. J.

Limited amount of money they will invest, this year, in their golf. In short, we are going to make the game so enjoyable, so beneficial, that members will find they can't afford to stay away.

We must make up our minds that the glamour has gone out of golf for the next several years. Gone is the \$10,000 club membership; the excessive initiation fee and 1928-1929 dues. Gone are the days when a man had to be on the board of directors of a couple of trust companies and a half dozen banks before he could look at a number one green.

Gone are the days when a man had to almost buy a half million dollar plant with its resort hotel clubhouse, swimming pool, polo field, tennis courts and not a good golf hole worth playing.

We are back to the days when we are going to play golf for the opportunity of being with the fellows we like, for the chance to lick old man par on a few holes anyway, and for the pleasure of walking on old mother earth and letting the sun correct our neuritis.

Take It and Love It.

We are going to hold our chins up and find we are going to like this depression before we get through with it.

We are going to get acquainted with our wives, walk home and a lot of folks who used to drive Cadillacs will be walking with us. We will be sitting down to a dinner of scrambled eggs at 10 cents a dozen. We are going to save the sirloin steak for company. And Louie, the waiter, will be getting home to his family earlier than ever before.

We are going to get acquainted with our neighbors, and we are going to find they are pretty good folks, like ourselves, after all.

They are going to play a little contract, and if we don't play exactly according to the book, it's all in a lifetime anyway.

We are going to get a dog; one that will sit on his hind legs and beg for a piece of round steak, a dog that never even tasted filet mignon.

We are going to enjoy life—through strict attention to business, spending sanely yet wisely, and through the building of real friends who will eventually make this year of depression the most profitable we have ever had.

We are going to invest this year in building for the future—and we don't believe we will miss any meals, as sweet are the uses of adversity.