

Town's Size doesn't limit paying use of Pro Brains

By AL HOLLERN
Pro, Wausau C. C., Schofield, Wis.

HERE is straightforward dope from a pro who has built up enviable, profitable good-will and business at a club having around 100 members.

There are a lot of other opportunities for pros who will snap into it in the smaller cities. Notice how Hollern advertises winter and summer. Those ads stick out in the average smaller newspaper. They make golfers and customers for Hollern.

THE PRINCIPAL reason that smaller clubs hire a pro is for lessons and service to the members. Very few are hired entirely for their playing ability. The members usually know just what you can do while playing. Be on the job to open the day's business. The shop is the place to give service and sell merchandise, so be there certainly on busy days.

One of the faults of some of us is to play with just a select few of the members; play with any and all that ask you. Do this and you can make a number of friends that will patronize your shop.

The pro job is a profession. Dress for it at all times. No matter how limited your wardrobe is, it can always be clean and neat. Instruct your assistants to keep themselves and the shop as neat as possible. Trim the show cases at least once a week and dust your merchandise every day.

Don't wait for customers; go after them. Suggest clubs and necessities that you know are needed. Keep your stock arranged so that you can find any article without delay. Teach your assistants the quality of the merchandise so that they will have a few talking points when selling.

A good plan for getting sales is to have the dates of all members' birthdays. Call the wife, husband or friend of the member before that date and suggest golf merchandise.

In any club you will find some goods being brought in by members who buy wholesale. The mistake many of us make is to incur the enmity of these players. This is wrong; instead, play up to these members. Be friendly with them, and see that they get perfect service. Nothing can be done about it after they have the merchandise, but you can always make them feel that they should come to you when they are in need of other goods.

Advertising Increases Market.

Local advertising is one of your best mediums of contacting customers, not only members, but also players from outside. Run an ad at least once a month to help compete with the local stores. My newspaper ads cost me about \$15 apiece. I take a contract for the season and get a low



HAGEN O'GRAM

Sorry, Walter, I did not win, but no fault of Hagen clubs and balls which carried me through to a 590 total, just one more stroke than necessary to win this Marathon National Open.

Signed,
GEO. VON ELM.

The Hagen golf equipment is designed and used by Walter Hagen, master of golf. Horton Smith has reached the top of fame with these same clubs, and now Von Elm has joined the ranks of the users of

Hagen Compact Blades, and deep faced woods.

These clubs were the first compact bodies put on the market, and have attained steady popularity for feel, balance, distance, and accuracy.

Made of mild steel to eliminate the sting; a tapered steel shaft for balance; stainless steel heads for beauty and endurance. All these qualities in Hagen Clubs.

Visit our display rooms and you will agree with the many admirers of this equipment.

Beginners and all players from the Legion Course are invited to consult us on golf equipment. We are glad to give you this service with no charge.



AL HOLLERN, Pro.
WAUSAU COUNTRY CLUB SCHOFIELD, WIS.

rate. Circulars should be mailed regularly to your players to let them know you are still on the job and looking for business.

Some companies help you advertise with circulars, show-cards and signs. Make use of them in your shop. We have had more favorable comments on the life-size Walter Hagen club rack than any other form of advertising we have tried.

Some pros avoid women players, fearing a few complaints. Get over this; women golfers are your best customers. Help them run their tournaments and make out the tournament programs. Be at the first tee on tournament days and give them a courteous answer to their questions (they usually have a few regarding rules or how to play a certain tournament).

Encourage Women.

At first, our club had about 12 women playing in the matches. Now we have had as high as 35. The prospect of women golfers is better every year, but the pro must help keep them coming.

A method we follow in giving women lessons is to insist that they practice at least an hour on days between lessons. Let them use your practice balls for this purpose. It not only keeps them coming but greatly improves their games. Women are sensitive about their golf, so when instructing be encouraging.

Adjust the handicaps so that they are fair to all players. That is, make the limit high enough so that the beginners have at least a chance of winning. The spirit of competition and an occasional win will encourage them to play.

The population of Wausau, Wisconsin is about 26,000. We have well over 100 members in our club. Out of this number we have about 40 active women players and 80 active men golfers. We have sold the club-checking idea to about 110 members. We instruct our assistants to clean, wipe and check the clubs as soon as they are brought into the shop. We do not allow them to set the clubs down or pile them in a corner. We teach the caddies to put



Al Hollern

of these ten men could step right in and handle the job.

all clubs needing repairs into the bag with the head down when finishing caddyng. We then know that there is a repair job to be done which we might otherwise miss. Go through the clubs and buff the few that have not been used for some time. Before sending the clubs out to the caddie, make sure they are clean of all dust and dirt.

The worst fault a pro in the smaller club must be careful to avoid is continual complaint. Be cheerful. The members are usually proud of their course and their club. None of us is too big for the job we accept. There are ten good qualified men available today for every one of us who has a good club position, and any one

GOLF CLUBS

GOLF BALLS

GOLF

BAGS and ACCESSORIES

Save Money on the New 1932 Price Reductions

<p>HAGEN Irons \$4.50</p> <p>HAGEN Stainless Steel Irons \$6.50</p> <p>HAGEN New Compressor Shaft, at \$10.00</p> <p>BAGS at \$2.00</p> <p>BAGS at \$4.50</p> <p>BAGS at \$8.00</p> <p>7 In. LEATHER BAGS, Hood and Top Pockets \$15</p> <p>P. G. L. IRONS \$4.00</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>SPECIAL</p> <p>Private Golf Lessons</p> <p>7 Lessons for \$7.50</p> <p><small>*Non-Members may take lessons—by phone, or call at our shop to arrange appointments.</small></p> </div>	<p>BURKE Irons \$5.00</p> <p>BURKE Non-Sting Irons \$8.50</p> <p>McGREGOR Irons \$6.50</p> <p>McGREGOR Irons \$8.50</p> <p>KROYDON Hi-Power Irons \$10</p> <p><small>(These Irons have an improved Head like those guaranteed)</small></p> <p>WOOD CLUBS—(All Steel Shaft) \$4.00 and up</p> <p>GOLF BALLS, each 25c</p> <p>GOLF GLOVES TEES AND ACCESSORIES</p>
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ALL CLUBS STEEL SHAFTED AND MATCHED CLUBS FOR EVERY MEMBER OF THE FAMILY

Let us save you money by fitting you with the proper equipment—our specialty is selling you clubs that really fit you.

WE REPAIR ANY KIND OF CLUB

GOOD USED CLUBS AT A BARGAIN

WE ESPECIALLY INVITE NON-MEMBERS TO VISIT OUR DISPLAY ROOMS

AL HOLLERN, Pro.

PHONE 01523 WAUSAU COUNTRY CLUB SCHOFIELD, WIS.

This ad brought a lot of business