

NO DEPRESSION

Austie Claeysens, at Glen
Flora 17 Years, Planned
a Boom Year

AUSTIE CLAEYSSENS, pro at the Glen Flora CC., Waukegan, Ill., is having the best lesson year of his career. In number of lessons and net profit, as well as in results to his members, Claeysens has established new highs.

Movie lessons at moderate prices, group lessons to children and free playing lessons to three women once a week are the highlights of the campaign Austie made for more business. He has been with Glen Flora 17 years and instead of deciding,



Austie Claeysens

as some of the lads do, that the job is liable to get worked out, Austie keeps thinking up new ideas for member service each year.

Here's a letter he sent out at the start of the season:

"We have procured the very latest innovation to help you improve your game. Complete movie equipment which includes a special seven-speed camera. The slow motion feature of this machine permits you to analyze your entire swing and allows the picture to be stopped at any point in the stroke.

"It entirely eliminates any misunderstanding or confusion between the pupil and teacher. You see yourself as others see you. It affords an opportunity to talk over your faults with your teacher while looking over these action pictures of your-

self. Your progress may be carefully and closely followed through the medium of these slow motion pictures.

"The low handicap player (when playing well) has an opportunity to put his swing on file for future reference, and when the inevitable slump comes, a careful study of your form should quickly put you back on your game.

PRICES OF PICTURES AND LESSONS

No. 1—Five pictures—three normal and two slow including one private showing	\$ 4.50
No. 2—Complete one hundred foot film, enough for about fifteen shots (all clubs), one private showing and ownership of film.....	10.00
No. 3—Seven one-half hour lessons with one picture.....	10.00
No. 4—Five one-half hour lessons with three pictures.....	10.00
No. 5—Five one-half hour lessons, no pictures	7.00
No. 6—Straight time lessons, per hour	3.00

YOUR PRO'S NEW DEAL

"Glen Flora members who have children between the ages of ten and seventeen years are cordially invited to have them attend a free instruction class one-half day every week during the 1933 season—each Friday morning between 9 and 12 beginning June 9th. Kindly see that your children register the first morning.

"Ladies and gentlemen, preferably high handicap players, Wednesday and Saturday afternoons are for you. I will play 18 holes with any three, making a foursome. This will be by appointment only.

"And to the members, permit me to call the following to your attention: My living depends on your patronage. Years of experience in selecting and fitting golf equipment will give you the most for your dollar. You will find many varieties of merchandise in the showroom with prices to fit your pocketbook. Club cleaning, storage and all minor repairs at the greatly reduced price of \$5.00 for the season. Seventeen years with Glen Flora is something of which to be proud, and I am proud of Glen Flora.

"Patronize your pro—use his merchandise.

"Thank you,

AUSTIE."

"P. S.—The movie equipment is for your benefit. For your own information check up on the number of teachers who have gone to this expense to help their pupils."