

are largely at fault (providing we have been honest in our answers) we should proceed along new lines and endeavor to erase the blunders of the past. This will not be easy; old habits cling, and we hesitate to cut loose from old methods, even though they have not brought us the success we had anticipated. But it has to be done, and the sooner the better.

Your questions will force several conclusions upon yourself, and most of them will be constructive. In your heart you know better than anyone else what your weaknesses are. Maybe it's the fundamental knowledge of your job; or your disposition; or your conduct; or lack of patience or tact. Whatever it is, dig it out. Correct it.

And about those club members. How about a change in your attitude so that all of them may become potential customers? They are, you know, if we give them a chance. Of course it means getting down off the high horse, getting out with them as much as possible, helping them a bit, sharing their troubles and their joys.

Remember the Women's Market.

And the ladies, God bless 'em; don't forget them. Many a pro's success has been built almost entirely on his work among the fair sex. You'll soon find that you are repaid a hundred-fold for every minute you devote to them. They are by far the best pupils. They are more conscientious about their lessons than the men folks; work harder between lessons on what you give them to do; are more loyal to you; are your greatest boosters. Furthermore, they are easier to teach because they have naturally, a smoother swing, and do not have the tendency to "smack" the ball that men usually have through their greater strength.

I would suggest that you organize them into three tentative groups, according to their handicaps, and run a weekly competition. Start out yourself with them and stay with each foursome or threesome, as the case may be, for two or three holes, giving each member a word or two of advice, then drop back and repeat with the next group, till you have shown them all you are personally interested in their progress. Each week advance the few top ones of each group to the next higher group. This creates a friendly rivalry and if you know the ladies you will realize how hard they will strive to reach that

next group. They have a keen competitive spirit and if they aren't progressing rapidly enough they'll be in to sign up for a course of lessons "pronto."

The same thing can be done with the men, though they may be somewhat harder to organize, for various reasons.

Hard work? Sure it is, but it's pleasant work, if you have the game at heart, and it will bear results which will be reflected, not only in your pride of accomplishment but in the old cash register as well.

And that's better than sitting around complaining, isn't it?

Another Open Lottery Picks on Pros as Fall Guys

BOOKS OF receipts for 12 subscriptions to a magazine with no definite date scheduled for circulation have been sent to pros, with the following letter:

Dear Sir:

Enclosed you will please find a book containing receipts for twelve subscriptions to the _____.

We are giving \$50,000 in awards as per schedule on inside cover of receipt book. You are to retain \$2.00 from the receipts of this book for your efforts; in other words you remit \$10.00 to us for book disposed of.

This is a medium of advertising, which is something new and will in all probability meet with the good favor of every golfer as there is quite an incentive for everyone to subscribe to such a live-wire magazine, as any one of these awards, right now, would help to defray their coming golf expenses.

In addition to the awards, we are going to give to the unemployed Professional Golfers fund a percentage of our total receipts, so try to dispose of your assignment, to help us make this a 100% success. Thanking you in advance for your efforts, we are,

Very truly yours,

Editor.

The PGA denies any connection with the enterprise and points out that it has condemned in the past every effort to tie in the Association with the promotion of any gambling affair.

Promoters of the stunt are not known from past association with golf activities in the city where they make their headquarters. A report obtained by the PGA names one of the promoters as having been in a jam with the law on a previous lottery.