

making is a craft and the pro's job of today is a business. The business-men in any business are the fellows who hire the craftsmen and the craftsman usually considers himself fortunate to be able to get a job where the business-man will pay a good wage.

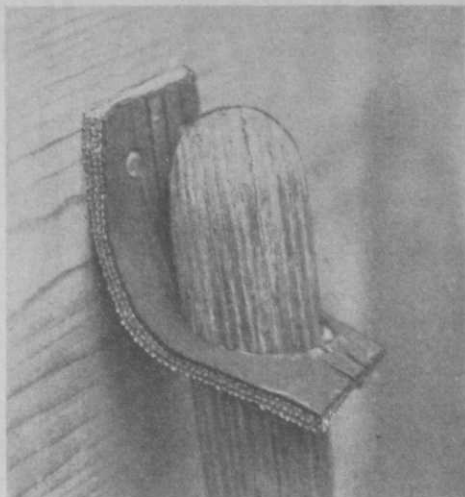
We can see what an effect for the better the vanishing of the bench-made idea had in the ball business when we realize that what gave golf its first big boost in this country was the Haskell ball. That ball would go 35 to 50 yards farther and what brings the American out to play is that business of hitting something and watching it go to far places.

Getting Back Business We Built

Some of the older pros may feel that we all got a bad break after we had built up the business because some of the business we had created was switched to other sales outlets. I think, on reflection, that we made our mistake when we started to feel competition by not snapping right into it and taking more of a personal interest in each member. When the stores started to take interest in our members we should have turned on more steam ourselves.

However, the smart pro today is taking a personal interest in his members and taking advantage of the superior location of his shop and acquaintance with his members and their games—advantages of great weight that pros always will have over other outlets.

I recently have completed a business trip that greatly cheered me. I hit some out-of-the-way spots where pros are doing a grand job building the game and handling their own business. It brought me back to my own pioneering days at Philadelphia and at Memphis and Los Angeles, where I helped lay out the first golf courses in those cities, and at Tedesco and Hot Springs, where at these resort courses I introduced many of our prominent business men and society leaders to the game they have learned to love. Maybe those old days when I would average \$100 a playing lesson out of fellows like the late Fred Bonfils have gone from pro golf forever, but there still are plenty of chances for the pro to make a great profit out of volume. Woolworth seems to have done fairly well in a volume business, and I can't see why the municipal, fee and college courses available for the development of more golfers aren't going to be used by the boys in multiplying the volume of golf.



Easily Made Wall Holder for Long Handled Tools

THE METAL or tool ends of the heavier long handled tools are of course most safe and convenient when resting on the floor, but the top ends of the long smooth handles are not such an easy thing to secure and space handily apart along the wall. Cut strips of an old tire casing some $2\frac{1}{2}$ " wide and $3\frac{1}{2}$ " long. Cut a hole through one end, through which the handle end will snugly but easily pass. Tack the piece of casing to the wall at such a height that a short outward movement of the floor end of the tool will permit the handle to be withdrawn. This simple little affair securely holds the handles and when not in use lays close and flat to the wall.

Treasure Hunt Helps Pro Ball Sales

FOREST STAUFFER, pro at Barton Hills CC., Ann Arbor, Mich., has his name marked on one pole of the balls he plays. He tells his members that when they find one of his lost balls and bring it into his shop he will exchange it for a new ball of the same brand.

Stauffer does not lose many balls during a year ordinarily, but this stunt has helped to sell so many balls in addition to those received in exchange that he finds it good business to lose a few balls intentionally.

Incidentally the players who are most frequently in the rough and find the Stauffer lost balls are those who need sales promotion on the higher quality balls.