



This outdoor shop, at the first tee, cost only \$60 to build; it has returned many times that amount this first season in added profits.

Business Jumps 60 Per Cent

The result of this shop addition and the buying and selling campaign was to increase John's merchandise business 60%.

One thing that Stevens points out that generally is overlooked is that each new club sold and each sale of balls in dozen lots not only benefits the pro but makes business better in all departments for the club. The player with new clubs or plenty of new balls is going to give this equipment active use.

All of the Stevens lessons are given on the course basis. He figures that this is the way to really show results with instruction.

A feature that Stevens stresses in pro merchandising is the education of the right sort of kid as an assistant. His assistant, Frank Antonelli, started with John nine years ago as a raw rookie. Today he is a first-class clubmaker by Stevens' own expert judgment and does a swell job of handling the shop. He's done his work so well that he never has had a salary cut during the depression.

An important feature of the Stevens service to his members is club repairs gratis unless new material is required.

John emphasizes a service policy of handling each member's slightest wish promptly and doing a lot of experienced and accurate guessing in seeing that many things the member wants done are handled before the member even has to go to the trouble of mentioning them. Meeting store competition was one of the things Stevens'

members wanted done, but didn't mention it, and the way that the Mount Vernon pro took care of this job for his folks made them happy and brought the pro shop into a profitable year.

British Caddies Get Ingenious Wet Weather Uniform

CADDIES of the Caversham GC are supplied with a serviceable and inexpensive wet weather uniform worked out by club officials and the Silvertown Co. Outfits of this kind have a place in club budgets.

The uniform is described by *Golfing* of London as follows:

"The uniform consists of naval pattern leggings, to keep the trousers from getting soaked in the rough, a cape made of light waterproof material, sufficiently voluminous to allow of the golf clubs being protected at the same time as the caddie himself. If the clubs are slung first, and the cape put on afterwards and buttoned up, by leaving one button undone it is possible to select a club and push it through the opening so made, with a minimum of risk of the grip getting damp. There is a hood to the cape, buttoned at the back of the collar, and capable of being raised as a protection to the head. In normal weather the uniform is set off by a neat blue beret upon which the monogram or badge of the club could, with advantage, be displayed. The cape can, when necessary, be rolled up, put inside the hood, and carried on the back as a form of rucksack, maintained in position by the cross straps which fasten the cape."