

way and ever since that day he has been kept busy supplying anxious members with bags of balls to practice with while awaiting their turns to tee up.

The plot measures 80 yards wide and 300 yards long and Taylor has the area marked off with distance markers at 75, 150, 200 and 225 yards. He supplies the balls, fifty to a bag, for 25c.

The idea proved very popular for it not only helps to pass the time while waiting to tee off but it has reduced both the cost and bother of practice for members. No caddies are needed and there is no worry of the loss of balls and, all in all, it is a convenience and accomodation at little cost.

Jack Mackie, veteran pro at Inwood CC, Long Island, and veteran treasurer of the P.G.A. of America, has also installed the same idea at his club and he, too, has found it profitable and popular.

THE small attraction of free tees has brought many members into his shop and helped him to increase in volume in August and September, says Dan Williams, pro at Shackamaxon CC, Westfield, N. J., and tutor of Charlotte Glutting, a ranking woman player.

Williams received the idea last summer and ever since then he has noticed a steady stream of patronage to his shop.

"It wasn't that I was giving something away," says Dan, "as that I was supplying the members with a convenience. They used to send in for tees and in many cases I would not see some of my members in my shop for months at a time. Now, they come in personally for a handful of the little pegs, look over my shop and my stock and in many cases a sale has resulted. And it has helped by balls sales considerably" says Dan.

SOME months ago Bob Hunsick, pro at Fairfield CC, Fairfield, Connecticut, during the summer season and at Phoenix-Biltmore, Phoenix, during the winter, inaugurated a lesson series. That was in June, a month after taking up his new duties at the Fairfield club where he succeeded Dave Williams as pro. In a few weeks he was successful in signing up 50% of the men members and more than 20% of the women membership.

The series proved to be so popular that when it expired nearly every holder of a card enrolled for a new series. There were ten half-hour lessons and Hunsick followed each lesson up with a personal check-up

the next day. In many instances he was able to correct a minor ailment and in this way he added to the value of the series.

"It only took a minute of my time but it showed the membership that I was really anxious to help them reduce their scores. That little extra effort and service brought me additional sales and additional lessons" says Hunsick, who started his sixth year at Phoenix-Biltmore on November 15.

MAKING your place of business a pleasant one so as to attract prospective customers is a hobby with Charley Lacey, the long driving pro at Lakeville CC, Great Neck, L. I. In his shop that measures 40 by 40, Charley has the walls lined with clubs, room for swinging these same clubs, and has it outfitted with comfortable chairs and a ping pong table. The business like appearance of Charley's shop certainly speaks well for his ability as a merchant.

JIMMIE NORVAL, assistant to the veteran Bob Pryde at Race Brook CC, Orange, Conn., is a real disciple of the game. Jimmie not only plays the game and teaches it, but is responsible for introducing and furthering the game in and around New Haven, near where the Race Brook club is situated.

Norval was successful in organizing a class of girls from two industrial organizations, another class at the New Haven High, and still another at the State Normal school.

The girls took group instructions twice a week from 5:30 to 7:00 o'clock. Each class was made up of nine girls. The hour and a half instruction was entirely devoted to hitting the ball in unison and Jimmie estimated that each girl hit at least six dozen balls in one instructive session.

Golf Experts Among Headliners at Agronomy Meeting

PROMINENT golf maintenance authorities were on the program of the 28th annual meeting of the American Society of Agronomy, devoted to soil, fertilizer and grass subjects. Among golf notables at the meeting were H. B. Sprague, C. E. Millar, J. G. Lipman, Fred V. Grau, E. Truog, J. T. McClure, Ken Welton, E. E. Evaul and O. J. Noer. Many others who address greenkeepers at short courses were on the program and in attendance.