

Pro Offers Bargains In Spring Lessons

AL ZIMMERMAN, pro at Alderwood CC, Portland, Ore., makes a bid for members' lesson and club business in the Backswing, Alderwood's magazine, under a heading that gives many details of Al's tournament record in a way to show the members that their boy is a top performer. An excerpt from the Zimmerman bid:

"I am going to do my best to make this a big year for Alderwood members—and help all members to play a better game.

"To get the season started right, I offer the following spring practice prices to encourage members to get loosened at the right time:

| | |
|--|--------------|
| Half hour check-up lesson..... | \$1.00 |
| Full hour lesson..... | 1.50 |
| Nine-hole playing lesson..... | 2.50 |
| Children up to 12..... | Free lessons |
| Children 12 to 15 incl., two regular lessons for price of one lesson, or six lessons for | \$4.00 |
| Six regular lessons for..... | 7.50 |

"For the course of instruction that I advise for spring practice to get tuned up for the year, I recommend five regular lessons and two playing lessons for \$10.

"These are real bargains, and I urge all members to sign up under this plan at their earliest opportunity.

"As pro at your club, I am in better position to help you with every angle of your game than anyone else. I see you play constantly and know the character of your game.

"What about your clubs? As added inducement for pro-shop buying, members can extend payments over a period of time on club purchases.

"There is this to be said about buying clubs from your professional. He sees you play constantly and knows your needs. But even more important, I am going to see you play after you get the clubs. Don't overlook that important feature. If your clubs are not satisfactory, I am the best person to see that they are made satisfactory."

YOU don't have to spend a lot of dough to get out an interesting club magazine. The Westwood "Sandblaster," a mimeographed four-page sheet issued by Westwood CC (L. A. district) is as lively, intimate and entertaining as a club magazine can be. The answer is that the members who write it are enthusiastic.

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