

I CAN TAKE IT!

By ROBERT PRYOR *Jersey pro welcomes suggestions and is proud of his responsibility in serving Glen Ridge's members*

"I'M CERTAINLY going to do my best to add to your enjoyment; in fact, it's my business—and responsibility—to serve every member of the club." The above excerpt from his spring letter to his members is Jack Fox's formula for success at the Glen Ridge Country Club, Glen Ridge, N.J. Fox, known throughout the Metropolitan district as a good merchandiser and a good instructor, puts his members above all else, lets them know about it, and then reaps rich rewards by having them patronize him exclusively.

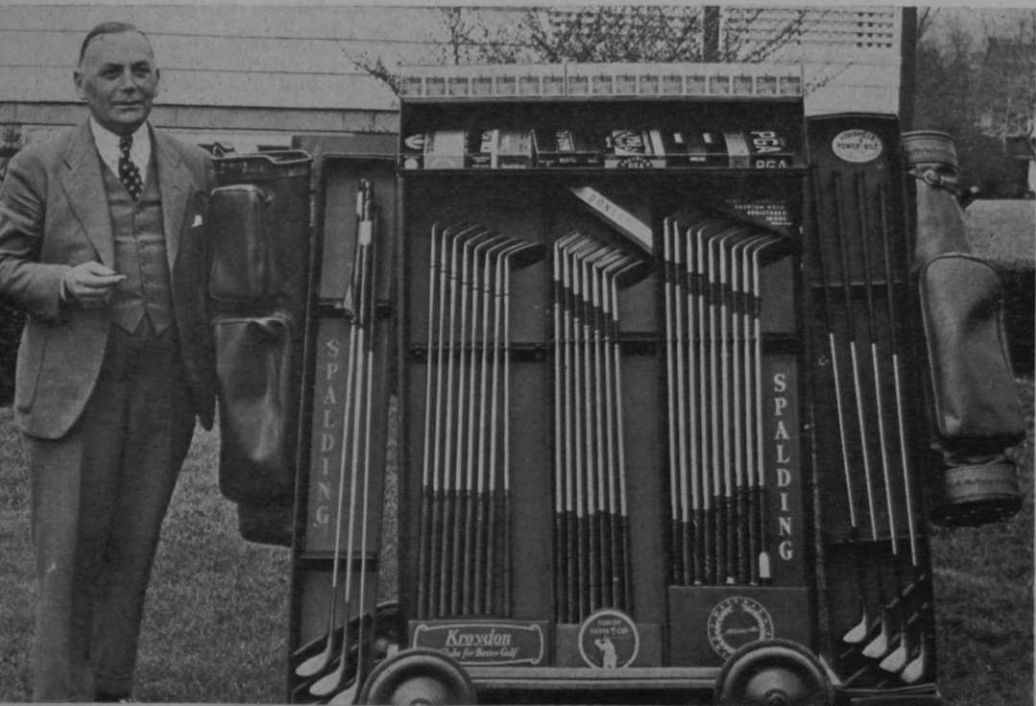
A live wire when it comes to building "good will" among his members, Fox has hit upon a new idea that should click 100 per cent and boost his popularity and service appeal among the Glen Ridge members. At a recent meeting of the club's board of governors Fox presented a plan whereby he would stage group practice sessions on Friday evenings for members and their guests gratis. From 6:30 to 8:30 his practice tee, which spreads across an entire fairway, would be available to members and guests at no cost whatsoever and Fox would pass among them giving tips and helpful hints

to the needy. The board immediately accepted his proposal and the initial session was attended by a banner crowd. It not only promises to stimulate more interest in practice among the members but bids fair to increase business in the club's restaurant on Friday nights.

Every spring, Fox plans for the full season ahead of him. He completely renovates his shop, makes plans to set up temporary displays on the first tee on Saturdays, Sundays and holidays, and then draws up three letters to circularize the membership. He's right on top of his job every minute and he doesn't let a year go by without planning some innovations.

This year was no exception. He

If members don't see what they want while in the pro-shop, perhaps they'll discover something they need when they actually start play, was Fox's hunch this spring; and sales from this portable display stand at the first tee is more than justifying Jack's faith in having it built.





Fox knows a neat, well-stocked pro-shop is an absolute essential for any successful pro businessman, and this picture of the Glen Ridge layout shows how well this idea is carried out.

changed his shop around, had the walls done over with corobuff paper, which gave the appearance of wood, had a portable stand constructed for service on the first tee. But it was his first letter that attracted the most attention. Friendly and in optimistic vein, it fairly reeked enthusiasm for his job. He received many favorable comments from the members. The letter follows:

Dear Member:

I'm all pepped up over the new season. Judging by advance plans the activities at the club will be the most enjoyable ever.

I'm certainly going to do my best to add to your enjoyment; in fact, it's my business—and responsibility—to serve every member of the club.

Your co-operation in helping me fulfill that obligation will be sincerely appreciated. Your suggestions will be welcomed—even if they are downright critical. I can take it. I'm proud to be associated with this club and I'm eager to put myself at your disposal.

Drop into my shop and make yourself at home. Maybe you need a little advice. I'll give it gladly. If you want to browse around and look over the latest golf equipment, you're entirely welcome. You may find something you've been looking for. If you do, I'll appreciate your patronage.

But even if you don't want advice and

don't need equipment, drop in anyway for a chat, anytime.

I am confident that I can add to your golfing pleasure.

Sincerely,

Jack Fox.

Jones, Brown Collaborate on Clearly Presented Instruction Book

Swinging Into Golf, by Ernest Jones and Innis Brown. Published by Whittlesey House, 330 W. 42d st., New York City. Price, \$2.

Jones, pro at Women's National Golf & Tennis club, and Innis Brown, formerly managing editor of the late American Golfer, have done a first-grade job of collaboration in presenting the Jones methods that have been signally successful, especially in the case of women golfers.

The Jones theory, as pros know, is to emphasize the swinging function of the club rather than use of the club as a lever. Consequently the Jones-Brown book makes its strongest point of hand control and performance in golf. The book is a very clear presentation of policies approved by successful instructors and will be read with interest by professionals, not only for the value they will get in comparing their own methods and ideas with those of Jones, but because the book is certain to have a good sale and be widely discussed by the class of people taking the most golf lessons.