

Atlanta pros have been getting deserved good breaks in publicity lately. Charley Yates, winner of the British Amateur, is quoted in cables lauding the teaching of his mentor, George Sargent. Jack Troy, acting sports editor of the Constitution, in a "Break O'Day" column tells about "Grandpa" Howard Beckett's 20th anniversary at the Capital City CC. Jack pays high tribute to the service Howard and his comrade professionals have given Atlanta. He mentions Dot Kirby and a number of young man golfers as examples of the Beckett expert tuition.

know one smart pro who saw that a member of his was getting an advertising premium ball by the dozen, not only for the member's own play but for friends who also were club members. The club had given the pro assurance that members would patronize the pro-shop so the pro could make a living, but club officials had failed to notify the members and they didn't realize they were giving their pro a bum deal. It was too late for the pro to come right out and raise hell, and it certainly would have been a tactless and futile thing to do.

#### Shows Outside Buys Are No Bargain

What this pro did was to quietly hand the member a new ball, asking the fellow to play it and give the pro his opinion. The member, flattered, came back with a highly favorable report on the ball. The member shot over 100, so you can imagine what his opinion, as an expert, was worth. The pro, in a private talk with the member, told the member that the ball was a three-for-a-dollar ball. The member was surprised. He thought he had been playing a 75 cent ball. "How much have you been paying for those advertising balls you've been playing with?" the pro asked. The member remarked that the price was \$6.00 a dozen. "Well, you see I can beat that price \$2.00 a dozen and can give you a ball that is better for you than the one you've been playing. We ought to get together on your ball buying." The pro made that comment and laughed. He made no further selling talk at the time. But that member and his friends have been buying balls, three-for-a-dollar, 50 cent, and 75 cent, at that shop since that time.

If that pro hadn't kept a close watch on what his members were using when they played he'd never have been tipped off to sales possibilities right under his nose.

The moral is that plenty of slack in shop sales can be taken up by a pro who

will keep a close watch over his players' equipment and see what they need. The biggest point in selling is to know what the customer needs, and very few retailers are in the pro's fine position to determine the requirements.

When you know what they need your selling becomes 50 per cent easier. Look through the bags in your shop today and make a list of the men and women who could use new equipment. Then ease up on them. You're smart enough to be able to make the correct approach or you wouldn't have been able to make money in pro golf this long.

#### Indiana Town, With WPA Help, Gets Modern Golf Plant

LINTON (Ind.) golfers hardly recognized their own course this spring when they played their first rounds over the course which has been transformed into one of the finest golf plants in southern Indiana. Some energetic planning by city officials, plenty of hard work by the "faithful," and some WPA cash have provided a greatly improved nine-hole course, and a beautiful \$30,000 clubhouse.

The course was formerly the old Linton CC, a private layout which found the Depression too much of an obstacle and which for a few years operated on a fee-course basis. The city of Linton was finally impelled upon by the "never say dies" to make it a public course, a part of the city park system. It was purchased on option by the city in 1934 and WPA labor obtained to transform the sand greens into nine bent grass greens. In November, 1936, the option on the property expired and the city, by ordinance, purchased the course for \$4,000 with a down payment of \$800 and yearly payments of \$500. Additional WPA cash came along in 1937, and work on the clubhouse was begun last September.

The clubhouse is of stone construction, measuring 42x70, with terrace work and landscaping in proportion. There is a basement under the entire flooring, with showers and lockers for men and women. On the first floor are a dining room, lounge, three fire places, a fine kitchen, pro-shop, and caretaker's room. The building will be ready early in June.

Course officials announce a record membership has already "joined up" and plenty of play is expected from golfers in adjoining counties. Membership fees are reasonable so that most townsmen can enjoy the course.