

two weeks in advance with the help of a committee. When cigars and coffee are in order, auction off the players. With the help of a couple of bidders in the audience you can really raise some money. Pool the money in each flight and pay off in merchandise prizes as follows: one-half to the buyer of the winner, one-fourth to the buyer of the runner-up, and one-eighth each to the buyers of the other two semifinalists.

At one Calcutta Pool I moved \$230 in merchandise. The event excites no little interest and a world of good-fellowship.

However, there has never been a stock-moving scheme that will even tie the old tried and true method of selling the stuff when it should be sold. And the way to do that is by keeping the tips of your shoes thin by staying on your toes.

The small-club pro who is without the benefit of a financial reserve had better, first of all, thoroughly convince himself of his exact professional status. If he wants to stay in the game, and advance, he might as well resign himself to the fact that hard work and close attention to his business is the only thing that will bring results. And such a program does not include playing dime skins with the club champion every afternoon—including Sunday.

A man goes one of two ways in pro golf. He either sets his goal for that of a money player, or he becomes a club professional. And since very few of the boys have been able to successfully combine the two, a young pro's chances of doing so are remote to say the least.

I found it utterly impossible on a small job to retain my golf game and make money, too. Argue as you wish, but nobody can do as good a job of looking after your business as you can do yourself. Winning forty cents from Bill Jones is not half as important as being in your shop to welcome John Smith when he comes out to play; making him feel at home and convincing him you are interested in his club comfort and golfing welfare. And contrary to most pro's reasoning, this job of convincing is not best accomplished on the golf course.

How many lessons a year does the club champion take of you? Very few—if any. But Alex McWhuff is just taking up the game and needs your help and encouragement. You'd better do most of your playing with him—and the rest of the thirty handicappers. That's where your bread and

butter is coming from, so you'd better be on hand to slice it.

Yes, the small-club pro, in order to be successful, most certainly must be a business man—and a magician, a juggler, and a court jester. He's engaged in one of the world's toughest occupations, and his survival depends largely on the quantity and quality of gray matter under his hat. The methods found successful in one location may prove a first-rate flop at another club. In short, he must make his own bed—and try and get eight hours sleep on it.

In summing up, however, I know of one method of operation that will work for any pro, any place. Here it is.

I have a shoe which I place in the hands of my assistant. Whenever a club member walks into my shop and buys a set of clubs without my having previously approached him along those lines, my assistant is instructed to don that shoe and vigorously apply same to the part of my anatomy generally most used by the unsuccessful pro.

The shoe is hob-nailed and has a copper toe.

Driving Range Operators

See 1939 Another Good Year

STOP-and-sock operators are looking forward to another boom year. The business has increased steadily during the past four years, although there continues to be a high mortality rate among the untidy and poorly designed and equipped establishments.

Those practice tees that have done well operate on a basis of careful attention to attracting and serving a market that demands neatness and order. The most successful of these places are so well groomed in layout and equipment and so attentive to the desires of the customers, they are run on almost a private club platform.

Several expert operators of prospering practice tees estimate that as many as a quarter of their customers never have played a complete round of golf.

In most cities the practice tees have been virtually free from price-cutting wars. It has been found that cut prices haven't drawn business to a place that was lacking in qualifications of location, tee construction, good maintenance, neat equipment and polite and competent attention.