

perimenting with other cheap clubs and wind up being out quite a piece of money and still not have a good set of clubs or a good bag.

The idea has worked out in great shape for me and my trade.

## Training Course for Women Means Added Pro Sales

**T**OM Clark, lively veteran pro at Blue Hills Club, (Kansas City district) is conducting a spring training course for women members that's well worth copying at other clubs.

Once a week at 10:30 A.M. women assemble inside the clubhouse and Tom gives them a group lesson. He lectures on various phases of golf play and the rules, and makes appointments for private lessons. The group lessons are given free.

The women stay for lunch and bridge in the afternoon. Last season Tom had about 70 women playing at the club. Attendance at these spring indoor sessions has been running above 50, and is increasing steadily.

It's a fine idea in pro service to the club and its women members, and certainly foresighted business for a pro who wants to get an early "in" on the women's spring buying of golf equipment.

## Pro Plan Provides Members With Tees for \$1 a Year

By Bruno Minkley

**T**HE smartest little idea I have run across in pro merchandising this year is the one of the pro who makes a deal with his members to supply them with all the tees they need for a year at a cost of one dollar.

The pro gets the dollar at the start of the season, and catching himself a buck from each of the members when they are spending easy, gives him help in discounting his bills. Very few of the men or women players stay away from a deal like this when the shop signs and a few spoken reminders make the proposition prominent.

One fine thing about the idea is that it keeps the players coming into the shop for installments of tees and that means better chances of ball and club and other sales.



A Safe Approach!

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Club managers everywhere know that members appreciate the protection of Sani-Treads—the patented, water-resisting, sure-fitting fibre slippers.

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