

for half hours, but shell out \$2.00 for the season privilege. Alumni get the same rate as the faculty, but pay 20 cents per half hour when not on the season rate.

Along with serving as a center for the average golfer to straighten out a few kinks, the gym is the molding place of the varsity golf team. This year Coach Smith has a squad of 25 linksmen on his potential team, and they practice at least twice a week. As the team never goes South for spring practice, the indoor drills are doubly important, especially in the early matches in mid-April.

Pleased, too, are the athletic bosses over the increase in the number of coeds taking advantage of the gym's facilities. Egged on by the presence of Patty Berg, 1938 National Women's titleholder, on the campus, more and more girls have been using the nets. Some are just starting; others, like Margaret Barry of St. Paul, have made their mark in Midwest circles and look likely to challenge Patty and Bea Barrett in their roles as rulers of Minnesota women's golf.

So golf on the Gopher campus is a popular "winter" sport, and the golf gym is the center of all of that popularity. If it's 20 above or 20 below, nets are usually at a premium, with the first thaw the sign for a general converging on the place.

## Let Mailman Help Hike Shop Sales Volume

**B**ILL MacKENZIE, pro at the Dallas (Tex.) CC, got busy last year and by two excellently timed, cleverly worded mailing pieces to his members, helped himself to a great big chunk of extra business—and profits.

Early last season Bill mailed a card to the membership telling that beginning April 18, two special classes of golf instruction for children would be held under his personal supervision. The classes were for boys and girls under 16, and the course was to consist of 6 class lessons of one hour each. He opened with 37 boys and 15 girls. He ended up his lessons July 15th with a class of 57 boys and 35 girls. Bill devoted 24 hours of his time to developing new golfers gratis, but much to his agree-

able surprise, he was repaid two-fold by purchases of new equipment by these kids who otherwise would have had no inclination to buy.

MacKenzie's second bid for business, bringing even greater returns than the first, came at a time of year when his members weren't much in the habit of buying new equipment. Late in November Bill got out a mailing piece to his members, asking if he could not help them with their Christmas gift problem. He pointed out that as the golf professional of their club, he had the opportunity and privilege of being personally acquainted with the needs in golfing equipment of most of the members—and that any help or information he could give them was theirs for the asking. The piece was gotten out on attractive stock, was printed both sides, and included prices on all equipment in the shop. The result: the folder sold \$1,200 worth of merchandise, and gave Bill some extra dough in the pocket when ordinarily sales would be moving slow.

## Pros to Have Short Course at U. of Minnesota

**O**NE of the first in what is expected to be a series of pro educational clinics about the country, will be held at the University of Minnesota, Minneapolis, April 8-9. The clinic is under the sponsorship of the Minnesota PGA section, who have been assured by university officials, notably Frank McCormick, athletic director, of the cooperation and of the full use of the athletic department facilities.

Two full days of lectures and demonstrations on pro duties will feature pro merchandising, caddie training, how to evolve the most efficient club handicapping system, instruction methods, tournament procedure, and getting the most out of the physical makeup of the pupil; i. e., how to fit instruction to a particular pupil's needs. Instruction will also be given in golf architecture, greenkeeping methods, and rules interpretation.

The educational committee for the clinic is composed of Len Mattson, chairman, Jock Hendry, Herb Snow, Lester Bolstad, and Wally Mund. At the banquet which will conclude the session, Frank McCormick will be the principal speaker.