

and replacing it with sod. In other cases some regrading is needed if the greatest economy is to be effected for steep banks will have to be mowed by hand. Modern power mowers will cut steeper banks than could be handled by machines that were in use when most of our courses were designed. Nevertheless, there are limits to the effective use of machines on steep banks and in most cases it is advisable to do some regrading along the ridges where scalping is apt to occur.

The suggestion to replace sand with grass, like any proposal for change, is met with opposition. The various im-

portant points in favor of sand are paraded with all the trimmings. It should be pointed out, however, that those who advocate such changes are not calling for abolition of sand traps. Invariably, they are simply urging a curtailment of them in keeping with the funds for labor that are now available—and which are likely to be available a few years from now. The handwriting on the wall which many now read seems to urge that thoughtful consideration be given to expenditures that may now be made in the interest of future reductions in course maintenance costs.

Extra Pro Service Means Extra \$\$\$

By DON BUSH

Pro, The CC, Johnson City, Tenn.

Anticipate the member's every need, serve his every want, and you'll find extra profits coming your way

EXCEPTIONALLY good pro service means that you are doing hundreds of little things in and out of the shop to see that your members get the greatest amount of pleasure from the hours spent at the club, with the least friction.

These little things, that perhaps you do not have to do, will create a lot of good will for you that will soften up sales resistance and bring in the business and profits so necessary to your success.

Your opportunity for service begins the moment a member drives into the club. At our club we assign his favorite caddie immediately, who takes his bag to the first tee and washes up several balls. Players not on club care have a caddie sent to the car or locker-room door so that they are spared the annoyance of lugging their bag around looking for a boy.

Every pro knows that as soon as his players are out on the course things begin to happen fast. It rains. Caddies are sent to all cars and windows closed and open tops raised. Four women are out on No. 6 tee caught in the downpour. Your assistant or one of the older caddies drives one of the cars out and brings them in.

Then a foursome of men stamps into the shop soaking wet. Have towels for them to dry their faces and hands and give the caddies dry rags to clean off their clubs. Loan them a couple of old um-

brellas and a rain jacket. When it clears up a little they are on their happy way again, thinking a little better of you.

The phone rings. Dr. Gibson is wanted at the hospital at once—emergency. A caddie rushes out with a typewritten note and the doctor comes in out of breath. "Damn it, the wife has the car."

"Take mine, and don't wait to pay your caddie. We will pay him and tip him for you."

"Well, thanks, that's very nice of you."

"Not at all."

Mr. Swinghard has a headache and no one to play golf with.

"Here's a couple of aspirins."

"How much?"

"No charge."

"Well, thanks."

You introduce him to three other 95 shooters and he gets rid of his headache and has a big afternoon. He stops in after nine holes and buys 3 balls.

There might be some connection in this sale with your service.

Mr. Green comes in the shop to say that he has just broken the shaft of his pet driver.

"Hit the ball clean, too."

"Here's one like it from my used club stock you can use until yours comes back from the factory."

"That's very nice of you, pro."

Makes no difference if he bought the

Timken Technical High School, Canton, Ohio, will sponsor a golf clinic for that community May 1, in the auditorium of the high school. This will be preceded in the afternoon by a pro-amateur with pros from Akron, Cleveland and Youngstown participating. Talks and exhibition of shots will be made during the evening by Paul Runyan, Billy Burke and Sam Parks. Canton pros Lloyd Gullickson, George Howard and Harry Moots, will also take part in the demonstration.

broken club from you or got it at the store down town. He is one of your members and one of a very limited market open to you and you just can't afford to miss the opportunity of pleasing him.

Professor Burseson calls up to say that he has left his wallet in the locker-room and his hat at the shop. Sure, you will hold it for him and maybe you can have one of the boys drive it down to his home.

"Well, I didn't expect you to do that," says the professor.

"That's all right." He has the habit of using those 29c drug store balls but next time he comes out you solicit his ball business and explain the merits of the better balls.

"Maybe you are right. I'll try three of these tough ones."

Mr. Newmember is out in front of the shop swinging his old driver at the dandelions and you notice that he has the old duffer's grip, with both thumbs on top of the shaft and an outside-in swing. You also notice that he has only one other wood club; a spoon with a big head and brassie loft. You drift over and get acquainted and tell him you noticed his grip and swing. Show him the correct grip; explain the true groove of a golf

swing to him and lend him without obligation a matched set of four woods to try out. Perhaps he does think you are rushing him a bit but, by golly, he shot the best score he ever had and that new grip does feel awkward but it cut out a lot of the slice. You have simply softened him up for a sale for which a genuine need existed.

Mrs. Brown arrives at the club looking for her husband.

"He's on No. 14, Mrs. Brown. He'll be through in a half hour."

You move one of the porch chairs over in the shade for her and ask her if she ever played golf.

"Oh, no, I am so busy at home with the children and club work that I wouldn't have time."

You noticed that she weighs 175 and go to work in that half hour explaining the benefits of golf and tactfully—very tactfully—mentioning the streamlining features of the game on a woman.

Her ten-year-old boy comes down from the car, saying that he would like to play golf. Give him an old mashie and an old ball and go to work on him for your kid-classes. Mr. Brown comes in finally and Mrs. Brown tells him she is going to take some lessons and play golf.

"Fine; I have been trying for years to get her to play."

Who is going to sell her a set of clubs? You're asleep, if you don't.

Mr. Evans drives into the club—been in Florida all winter. Clean up his clubs, lacquer the wood heads and file the nicks from the soles of his irons while he is in the locker-room. He comes down to the shop.

"Hello, Mr. Evans. Have a nice winter?"



Photo shows greensmen inspecting the exhibit of golf course upkeep materials collected by Connecticut Assn. of Golf Course Supts. (Left to right) Andrew Lentine, Tumblebrook CC, examines a seed sample. Irving R. Pierson, New Haven munny course, custodian of the exhibit, tells Michael J. Pillion, Goodwin Park munny, about a tree insect. John Pekar, Fairfield CC, studies a tear gas injector for soil sterilization. Leroy W. Cooper, Keney Park, and A. M. Locke, Longmeadow (Mass.) CC, discuss a fertilizer material. More than 200 items are included in the exhibit. (A. B. Longo photo)

"Fine! Won a cup in Miami seventh flight"

"Fine."

"Say, what happened to my clubs? They were in terrible shape."

"Thought I would clean them up while you were dressing, Mr. Evans."

"Great. Say, I saw some 1941 model clubs in Florida that look good to me."

"Got them right here in stock. Your length, too. Try 'em out and if you like them I will make you a good allowance on your old clubs. Don't buy any club until you have tried it out and are sure you like it."

Sounds negative but it is really confidence-building and few pros adopt a club themselves until they have felt it on a golf ball, so why not give your members the same break? Sure, they will scar up a few new clubs and not buy them, but you will sell a lot more stuff by the try-out method—especially putters, blasters and No. 4 woods.

You will have on hand antiseptic and tape for members' cuts and blisters.

Give Tips To Member Willingly

You will take their golf bags to the harness shop for small repairs to save them the trouble. You will lacquer the wood heads often, keep the faces true and properly scored and the bags saddle-soaped. You will give your advice freely and enthusiastically on anything pertaining to golf and the golf swing. The lessons will come in better than if you stand around smiling at some member trying to control a golf ball with a bad swing and waiting for him to come to you and ask for a lesson. Go to him and solicit lessons and give him a good generous sample of your sound instruction.

At our club we will hold your baby, water your dog, drive you home if you get tight, tell your boss you are not playing golf and do anything under the sun to see that you have a good time. Result: the hardware store has quit carrying clubs and balls and the purchasing agent of the big rayon plant tells the employees to see the pro for equipment as he can fit you correctly with the right clubs and deserves the business, anyhow.

We professionals have the most unusual opportunity for extraordinary service to our members (customers) because we are in constant and intimate contact with them while they are in their best mood.

Statler built his hotels and Ralph Hitz built the New Yorker on the simple theme of anticipating the needs of the customer and serving his every want from the time he entered the door until he checked out.

We are in golf because we love the game and that implies that we offer our friends, the amateurs who support the game, the utmost in efficient and pains-taking service to the end that they will secure the greatest pleasure and benefit from the game. Our satisfaction and profit will be the certain result.

Bulletin Describes Successful N. O. Golf Promotion

DETAILS of highly successful golf promotion in New Orleans in which local pros, tournament pros, public officials, newspapers and radio stations joined efforts in a plan coordinated by the National Golf Foundation, are presented in a bulletin recently issued by the Foundation.

The New Orleans promotion, a test plan intended for further application in other cities, was supervised by Joe McDonald of the Golf Foundation.

A copy of the New Orleans folder may be obtained free, as long as the supply lasts, by writing Glenn Morris, Managing Director, National Golf Foundation, 14 E. Jackson Blvd., Chicago.

Plans Completed for Second Minnesota Pro Golf Clinic

WALLY MUND, chairman of the Minnesota PGA group associated with the University of Minnesota in Minnesota's second annual pro golfers' clinic, has virtually completed plans for the program to be held at Cooke Hall, U. of M., April 14 and 15.

The program is one of great and specific value in studying trends now plainly evident as governing the future of the professional. A highlight of the program will be the talk on "The Psychology of Motor Skills," by Dr. John A. Anderson, prof. of psychology at the university. Another feature address will be that of Frank McCormick, Minnesota's athletic director on the golf pros' part in national defense.

The banquet committee, Art Ingleston, Stan Larson and Jimmy Lentz, has set the banquet for the evening of April 15.