

"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.