

you over the rolling terrain of the old 135-acre Wenrick farm. Alva Wenrick, who helped build the original layout, is still on the job as greenkeeper. The step-by-step program of course improvement has been adhered to and is paying dividends in well-conditioned greens and fairways. What was the ruins of a hill-side barn when Walnut Hills was cracking its shell is now a practically arranged tool and equipment shed with space providing for the storage of fertilizer and compost. Five of the holes cut through a 40-acre tract of woodland in which log-cabin style shelters, out-door grilles and other facilities for picnics have been provided.

3 Pro Selling Ideas

Putter Selling—During Saturday, Sundays and holidays the practice putting green is always crowded with members waiting for their favorite foursome to arrive. A special rack with about 10 different styles of putters sitting on the green under a sign "Why miss putts" will always sell more putters. They will select one that hits their fancy and try it out. In most instances it will always putt better than their own on the first try—and another putter is sold. When a member sells himself a club by this method, he will never bring it back, because every man is ashamed to admit his judgment was bad.

First Tee Lessons—We have known pros who sold many lessons by merely standing on the first tee and looking over every member that went off. The pro would make a note of the outstanding fault of each member and then send a card telling him about it. A final line would say, "Let me show you how to correct this fault in just one lesson." This method will arouse curiosity to the point where he will want to correct it.

Publish List of Pupils—There are many members who are ashamed to admit they were forced to take lessons because their game "blew up." The pro should advertise his pupils and his pupils should advertise his teaching. Print a list of the members who have improved their game through lessons. When the entire membership realizes that all their leading players improved their games through lessons, they will become more lesson minded.—George Aulbach in Texas PGA News.



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