

realized by pros and the pros knowing well that members who could make best use of lessons are scared away by the time demands, does the pro have to be a mind-reader to see that his members need education in their attitude toward lessons? The pro doesn't have to sell the member who is content to stay on the lesson tee for a half hour, and hour or longer. He has to sell the lesson idea to people who now think lessons are dreary but rather necessary performances, like paying income tax.

Or does the pro have to be a mind-reader in seeing where he could be discreetly helpful to committees, especially those responsible for preparing the club tournament schedules for men and women and mixed events. Of course the pro is expected to conduct these events and frequently sees the same winners week after week. If, without making any tactful suggestions for altering the nature of events to give the suckers a chance, can the pro wonder if the suckers have no particular concern about the pro's welfare?

Pro Shop for Member Service

For 22 years GOLFDOM has been pounding away on club officials with the idea that the pro shop ought to be at least up to the class of the rest of the club's appointments — and in the case of many small clubs, a whole lot better than the restaurant, bar, locker-rooms and show-

ers. The idea has caught on with officials and members.

The pro need not be a mind-reader of impressive qualities to learn that today golfers get around a lot and compare one pro shop with another as indications of the relative ratings of clubs. If a member or his guest comes into a pro shop that isn't up to the rest of the club the pro is going to be held accountable although the pro may be handicapped by an architect's errors of omission or commission.

Golf is a sunshine game, so golf selling must be sunshine selling. The darker and more unattractive the pro shop the easier it is to revolutionize by comparatively small expense in lighting fixtures which the local electric company will suggest, by bright paint, gay window drapes, soap, a broom and a dust cloth.

And for stock in the shop the pro doesn't have to read a member's mind deeply to learn that merchandise out of the member's price range won't move. When the pro himself goes shopping he wants to know the price on what he's looking at. The member's mind works the same way, but in too many pro shops the merchandise isn't price-tagged.

Without exception the most successful club pros are good practical psychologists who have the happy habit of being able to

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TAKING A SHOT AT THE NINETEENTH



This bar in grill room at Skycrest CC (Chicago dist.) is uniquely constructed and its beauty is commented on by members and visitors. But to Skycrest mgr., A. C. Perkins and bartenders it would be more beautiful if the bar were closer to the back-bar. It now calls for extra legwork by bartenders and lost motion in handling rush business of golfers at bar and those to be served at tables in the room.