

## Credit on the Pro's Books Assures Buying at Club

BY HAROLD SARGENT  
Professional, East Lake CC, Atlanta, Ga.

At East Lake for 15 years we've used a golf ball credit system that has been attractive to members and has worked out very well for the pro department.

We run a blind bogey every Saturday and a ball sweepstake, which we call a "dogfite," every Sunday. Winners of these events are paid off in golf balls.

If a member has a run of good luck and skill he will accumulate more than his current requirements of golf balls. Instead of requiring him to take the balls as he wins them, the winner has the option of having his winnings recorded in our ball ledger. He then can draw out balls as he desires from shop stock.

The member who has balls to his credit on the ball ledger is not going to buy balls downtown. When he comes into the shop to get his balls he may see something else that he wants. Inasmuch as he's not paying cash at the moment for the balls he gets he's in a mood favorable to the other purchase.

We also encourage members to use the ball credit for other merchandise. Although the margin on clubs, bags, apparel and accessories is less than it is on balls, the use of the ball credit in buying other items helps build the shop volume and gets the member fixed in the habit of buying all his golf equipment and apparel needs from the pro.

The ball credit is a highly effective method of protecting the pro against downtown competition on all golf merchandise and a very satisfactory idea as far as the member is concerned inasmuch as his pre-payment for the merchandise rather makes him feel as though he's getting it for nothing. He is inclined to forget his entry fee in the event that brought him a prize.

When a member's ball credit becomes high we do not hesitate to call the amount to his attention and suggest that he apply it to the purchase of some other merchan-



Harold Sargent

dise. We always try to suggest something that the member should have.

The regular events at clubs with the ball prizes handled on the golf ball ledger basis have another good feature for the member and the pro in keeping before the pro the names of the winners. When he notices that members who regularly enter the events aren't getting prizes it's a reminder to him that these members might be able to use a few friendly tips on their games to improve their scoring.

## Cotton's Story in "This Game of Golf."

Henry Cotton's new book, "This Game of Golf," published by Charles Scribner's Sons, 597 Fifth Ave., NYC, 17, at \$10, presents an interesting combination of autobiography, comment and instruction. Cotton is a determined and intelligent fellow whose frank observations make as good reading in this country as they do in his homeland.

He relates numerous instances of the influence of Armour, Hagen and other American golfers on his successful career. He remarks that the larger American ball has been an important factor in the development of high American standard of play. Cotton's insides on his golf in Britain, on the continent and in the United States, reveal one of the most persistent and patient personalities in the game. He stubbornly and smartly worked on his game until he became a champion. Although he never has burned up any American courses with his scoring he isn't through yet. Those of his critics who haven't found him one of the world's ace buddy chums will be enlightened by Henry's book. He confesses that he went into golf to become a great player; not Britain's or America's sweetheart. Cotton's done right well for himself and again does well in supplying his readers with an entertaining book.

## N. Y. Turf Conference at Cornell, March 1 - 4

The New York State Turf Advisory Committee has set dates for the 1949 Turf Conference, March 1 - 4 at the State College of Agriculture, Cornell University, Ithaca. Anyone wishing to be on the mailing list for copies of the program and similar material should send request to J. F. Cornmann at the college.