

ly sell. Service is again an important part of our business. Sell an individual only merchandise suited to him. Service him in a manner that will please. See to it your customer leaves you with the feeling he has made a good buy, and should his purchase not be 100% satisfactory, that it will be made so.

"Select your assistants carefully and train them to service your customers in the same manner you would. Emphasis should be placed on courtesy and promptness.

"There are many good merchandising practices now used by some professionals adaptable to most all. I have observed the splendid results of putting on intensive junior golf programs. The benefit received from these is far-reaching and lasting. If a desire is created in youngsters to play golf, they are customers of the future. Also, interesting children in golf has a tendency to bring the parents to the club more often.

"Periodic letters to your members, advising them of the goods and services your shop offers, is also a fine merchandising idea that has its reward in increased sales.

"Play a round of golf with as many members as possible. One pro of my acquaintance starts early in the spring. On Saturdays he will start out with the first foursome on the tee. He plays three holes and then joins the next foursome, and so on, until he has played 18 holes with 24 different members. In this way, before the season is well advanced, he has played three holes with most of the members in his club. There are many of these good promotional ideas used by good professionals. And who knows but what the pro at your next nearest club may be using some of them. Get together and discuss your problems and ideas. Undoubtedly this exchange will help both you and your neighbor.

"I want to say I feel 1950 will be a good year for all of us who organize and operate our business in an efficient manner. Our business in 1950 can be just what we make it."

Mashie Wins Greenkeepers' Annual Championship

Emil Mashie, supt. Onwentsia club (Chicago dist.) mowed down the opposition with 71-70—141 in winning National Greenkeeping Supts. Assn. annual tournament at Firestone CC, Akron, O. Jack Thompson, Youngstown, finished second with 73-73—146. Mike Sopko and Gordon Watson tied for third with 154. Senior greenkeeping golfer's title was won by

Rocky Schorr with 153. Jim McGunical was second with 156 and C. W. Jones, third with 161. USGA awarded medals to winners and runners-up in both classes. Mashie also got a Firestone television set for his triumph. Many prizes for golf and as door prizes were awarded to supts.



Emil Mashie, NGSa Tournament Champion.

and their wives. The 18 low scorers also got NGSa flags as trophies. The Cleveland district quartette of Jack Thompson, Jim McGunical, Mike Sopko and Garland Parsons won the team event.

The event was hospitably staged by committee consisting of Bill Lyons, Mal McLaren, Colin Smith and Larry Wolfe, and Firestone club and recreation dept. officials. Morning addresses were made by Victor Tiedjens on lime, and Virgil Overholt on drainage, with interesting practical discussion of liming and drainage problems at courses of those present at the sessions.

A handsome, large family-size garbage can was awarded Lawrence Huber for blood, sweat and tears spent in compiling a heavy score.

PLAY MORE THAN 1948

(Continued from page 49)

any voice in the operation of the golf course. The club was organized as a non profit organization and the entire dues were used to buy prizes for the tournaments they held at our course. We find that the club not only stimulated interest in golf at our course but that it actually increased our business.

Col. Lee S. Read, Sec'y-Treas., Southern Golf Assn., Louisville, Ky.—The play in this vicinity this year has been about the same or shows a slight decrease in number of rounds. This decrease could not be accurately computed but one pri-