

were cleaned irrespective of how late it would be till the chore was completed. Clubs which were in need of repair were placed on the work-bench and we usually had all repairs completed by 11:00 the following day.

### Sets Lesson Program

I usually gave lessons in the morning or evening. The afternoons were left open to make myself available to the particular needs of the members. I gave no lessons on Saturday or Sunday as I spent both of these days on the first tee starting the players. I remained there between 11:00 and 2:00 on Saturday and from 8:30 to 10:00 on Sunday as the concentration of players starting is the greatest at these hours. Concerning lesson promotion: I utilized several methods to stimulate interest. One program established involved children between eight and 14 years old. As part of a supervised children's program for athletic recreation, lessons were given three times a week free of charge to these children. This served as a strong attraction to many parents who ordinarily might have overlooked the advantages to be derived from personal instruction. After observing the rapid progress made by the youngsters, a large number of parents took lessons. I greatly encouraged the junior members from 18-22 to take a stronger interest in improving their games. At every opportunity I took an active part in helping these young people to develop their shot-making ability. This also seemed to attract the older people to the need for lessons.

I played very little golf, as I was busy

with lessons and course maintenance. However, when I did play, I made it a point to play with a different group of members each time. By doing this I was able to play at least one round of golf with each of the members before the season was over. Consequently I was successful in dividing my time with each of the club members in fairly equal amounts.

Week-end sweepstakes were one form of sales promotion which I used. A seasonal fee was charged each member and various merchandise was distributed as prizes. About once a month putting contests were held for the children and I would give the winners suitable prizes. This seemed to attract the older members to buy their golf supplies from the shop.

Since my duties as professional did not encompass greenkeeping, I was not responsible for the course maintenance. However, I worked in close contact with the green committee, offering suggestions when requested and doing whatever I could to help keep the course in the best possible playing conditions. I spent several hours each week with the greenkeeper discussing with him various improvements from the golfers' viewpoint, such as placing of cups, position of tee markers, trimming of branches, etc. By taking interest in course activities beyond his normal scope and availing himself of the friendly and expert help of the greenkeeper, the young pro builds a firm foundation of good will with the club members. Diligent attention to such details as I have cited is repaid ten-fold by the re-

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## UNDER SHELTERING PALM



Sixteenth green at new Alondra Park CC with a palm as a hazard in the green. This new 18 in Los Angeles (Calif.) County was leased to private operators, Sims, Hollingsworth, Horell and Price who supplied money the county didn't have for constructing another course.