

Sure ways to destroy public relations are:

1. False promises
2. Telling patrons they are hard to please
3. Poorly ventilated shop
4. Flippant answers to questions
5. High pressure selling
6. Trick mottoes like "Don't Park Here," etc.
7. Carelessly arranged stock
8. Dirty floors
9. Becoming overly familiar
10. Allowing clothing to appear untidy
11. Waiting on customers out of turn
12. Allowing stock to remain upset after a sale
13. Correcting customer's pronunciation
14. Suggesting "loud" goods or gadgets
15. Allowing customers to wait while you are fixing stock or checking records.

The subtle approach to good public relations is to get consciously or unconsciously in the habit of so acting, speaking and looking, that you can be judged at any time as being the most competent, dependable and attractive sort of an individual to head any type of private or public corporation.

### **Says Soft Course Can Lead to Boredom, Loss in Play**

John Peters, Jr., Winnfield, La., who financed, built, manages and owns Winnfield G & CC, contends that typical, small town clamor for a course that everybody can play eventually leads to boredom. When he constructed Winnfield in 1957 he decided that it wasn't going to be a pushover. Some of its shotmaking demands are described as "breath taking" and to date no one has come close to par. Peters reasons that many players quickly become adept swingers after taking up golf and if their course doesn't offer much of a challenge they lose interest in the game or move on to a course where some scrambling is necessary.

Play has constantly increased at Winnfield, bearing out Peters' argument.

USGA recently released its 1958 edition of "The Conduct of Women's Golf." A new system of handicapping women golfers is recommended by the Women's Committee. It is the same system, with minor adaptations, that the USGA adopted for men at the start of the year. The course rating system also has been slightly altered.

## **ALFRED H. TULL**

### **Golf Course Architect**

**Larchmont, New York**

### **OPENING THIS SEASON**

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**TENNANAH LAKE HOUSE**  
(2nd 9) Roscoe, N. Y.

**MORNINGSIDE HOTEL**  
Hurleyville, N. Y.

**THE NEVELE**  
Ellenville, N. Y.

**PASSAIC COUNTY PARK COMMISSION**  
(3rd 9) Preakness, N. J.

**PONCE GOLF CLUB**  
Ponce, Puerto Rico

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