

story. If you keep everlastingly at it, the power of repetition will soon make members believers.

ASSOCIATION OF IDEAS: When we see, hear or experience two or more ideas together, they become associated together in the mind. When we think of one, we think of the other.

For example, if you recall the name of one of your members, you will immediately remember some of his characteristics, his size and facial expressions. You will also remember his clubs and his style of play. This association of ideas is nature working on your mind. The things associated in your mind about this member are like knots on a string, pull one and the other will follow.

The mind cannot accept one impression and reject another. It accepts all impressions, both good and bad alike. To make good impressions we must associate with good people, good merchandise and good service. If it is known that the best players in your club improved their game with clubs selected by the pro, this association of good golf and pro-fitted clubs is a natural sales builder.

Pro Shop Revenue

(Continued from page 72)

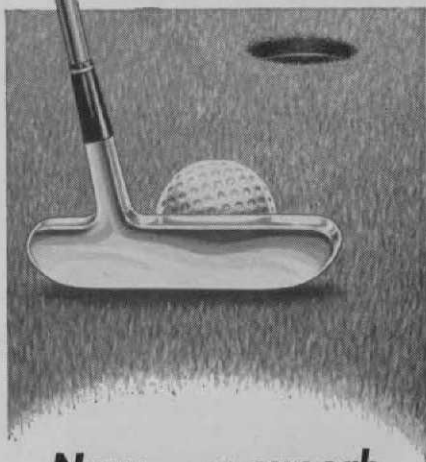
Notwithstanding the operating expenses, limited market and long-lasting nature of a lot of the pros' merchandise, pro golf probably can show a higher percentage of successful enterprises than any other field of small retailing outlets.

Considering the wide and mystifying variation of pro income at clubs that seemingly are about of the same spending class, the pro has to be a mighty careful and smart man to bring his own job up to the point where he will get a good return on his investment in inventory and good pay per hour. He's got to be lucky, too, and have the support of officials and members in providing the volume of business that will attract and hold a competent man.

Connecticut GCSA Officers

New officers of the Connecticut GCSA are A. C. Skelly, Highland GC, Shelton, pres; H. W. Meusel, Yale GC, New Haven, vp; Charles Traverse, Mill River CC, Stratford, secy-treas; and A. F. Lentine, Tumble Brook CC, Bloomfield, asst. secy-treas. The association's board is made up of J. J. Paul, Indian Hill CC, Newington, M. Ovia, Manchester CC, and J. J. Perry, New London CC, Waterford.

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