

sand trades. Seems to me "Superintendent of the Golf Course" or some name of that character would be more applicable in this day and age.

Close Cooperation

A closer cooperation between the greenkeeper and green committees is very evident on this coast. There is less bossing and more desire to work with the other fellow than ever before. The greenkeeper is being given more latitude and more chance to develop and carry out his ideas. Wherever you find a well kept course you generally find a greenkeeper praising his boss, the green's chairman. It is my opinion that as long as this feeling of friendship, good fellowship and closer cooperation between the greenkeeper and green chairman increases we will have many more improved golf courses. I don't mean by this that this same friend-

ship and good fellowship is always lacking on courses that are not so well kept. This condition is sometimes due to lack of funds as well as other factors. But I do mean that it is very seldom you find a well kept course where there is continuous friction between the greenkeeper and the higher ups.

It is also noticeable that this same splendid spirit of cooperation has taken hold between the greenkeepers of the various courses. They are friendlier to one another. They visit each other's golf courses and study and discuss each other's problems. Here in southern California they have organized a greenkeepers' association. They meet at a different course each month and discuss their problems. I understand this same idea is being carried out in many other states. If properly continued the results are bound to be reflected in better golf courses, better golfers and more of them.

Snappy Selling Gives Pro Edge on Market

By HARRY SCHOPP
South Grove Golf Course, Indianapolis, Ind.

IN these days I believe for a pro to be successful he must become a merchant, that is to say he must handle clubs from the highest price to the cheapest, or in fact try to have anything else that the golfer might desire from the cheapest to the expensive in bags or other accessories.

By giving the customer any article he or she might desire the pro thereby prevents the customer going elsewhere. By this practice I have been successful in holding business. I keep two men and a boy in the shop, one of whom does nothing but the repairing. The boy does the cleaning of the clubs and the arranging of the stock and one man looks after the selling end.

I have an exhibit every spring and fall at one of the large banks in the downtown districts of our city. I believe this to be one of the best selling methods I have ever undertaken. Thousands of people passing in and out of the bank always stop to look at the attractively arranged exhibit. There is a man in charge to explain the construction of balls and the clubs and he also explains the use of each club. We

DAILY CASH REPORT		CASH RECEIVED	DATE	TIME
Name (Last, First) Cash Sales - New Clubs - Used Clubs - New Balls - Used Balls - Miscellaneous Merchandise Credits and Payments Balance Loans Previous Balance				
Total				
Date, Number Deposited in Bank				
Total				
Balance Forward Current Cash Other				
Total				
Cash Balance Cash Deposited				
Total				

How Schopp keeps sales record.



Display in a Bank Lobby that builds business for a professional.

have sold quite a number of matched sets of woods and irons to players from other courses other than South Grove. We have also sold a great number of sets to people who had never before played the game, but who have been attracted by the exhibit and are wooed into taking up the game.

I meet the department store competition by underselling, and I am able to do this by getting these clubs in large quantities. I have several sets of used ladies' clubs which we have women try especially if they are beginners. The man in charge of the sales always shows the latest in clubs and the newer accessories.

The profit from the ball and club sales is about 75 per cent greater than that of instruction. A daily report sheet is made out at the end of each day's business and with the aid of extra keys on the cash register we are able to tell at a glance the club repairing, cleaning, sales of new and used clubs, bags, balls and instruction. These report sheets are filed away and bound together at the end of each year.

Now you see it is an easy matter to go back over the reports and find just what business you did on any date the year preceding. I have these filed away for the past two or three years. My business has never fallen behind and has been on a gradual increase. I believe the rearranging of the stock at least once a week is very helpful in stirring up sales.

A mistaken but prevalent idea that keeps

down pro shop sales is the belief of many members that when they buy from the pro shop they are going to pay an excess price.

The first idea that a pro wants to get across to his market is that the merchandise in his shop is "in line" for price. Start off the propaganda by circulating the idea that the pro shops get the pick of the manufacturers' stocks as the pro's trade won't stand for anything less than the best in quality.

Ask yourself, "Does a \$12 club in a dusty, untidy and carelessly kept shop look like it's worth \$12 of any sane buyer's money?"



This is a part of a crowded golf course. Some of the unemployed caddies are making the most of its natural facilities. Before long the members probably will take a tip from the kids and get a swimming pool of their own by making use of the stream. The swimming pool is becoming recognized as a necessary detail of the well appointed golf club.