



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.