

from a widely heralded price reduction on a few items.

The best method for quickly turning dead stock into money by the sacrifice of a little of the profit is to mention the items offered to selected members who are good buyers and who would be inclined to relay the information to other members as "inside dope" on bargains. Under the circumstances the pro can readily tell the members to whom he talks about this part of the stock, that he over-ordered and wants to do what every other business man does, turn his stock into cash at the end of the season; or that for some reason or other the stock, despite its excellence, hasn't moved and the cut price is solely for the purpose of getting sales quickly.

Protects Winter Sales

What pro in the northern states hasn't opened his shop in the spring and found in the bags of his best customers a number of clubs that were bought from stores by these members just before they started off on winter vacation trips to the south or to California?

With the constantly increasing golfing winter traffic the northern pro who is onto his job will help his members look ahead and buy whatever clubs they may need during their winter vacations in a sunnier clime. A reminder to this effect when combined with the reduced price appeal will

bring into the professional's pocket many a dollar that has been a stranger to him in the past. We heard of one pro who went to the extent that he accounted for some of the dead stock in his shop by selling it to members for delivery and billing as far in the future as Christmas. He worked this on the wives of members and on members who were in the habit of remembering, at Christmas, the rest of their steady foursome. This idea worked well with him for he is an enthusiastic and natural born merchant and while it might not go across in many places it at least serves to show what can be done in making a complete transformation of golf shop stock into cash at the close of the season.

Today is not too early for you to look over your stock and see what dead stock could be moved by a price reduction. Make a list of the items and tell some of your members about the bargains in a way that will let them know you are doing them a favor to put them "on the inside." You can depend on them giving your stock enough free and forceful advertising to move it quickly from its long resting place in your shop. This "whispering campaign" will help you to go into the 1928 season with money enough to buy an entirely fresh stock, and all that there is to working out the plan is to talk about the items to enough of your live and talkative members to get the ball rolling.

Fee Course to Pay for Private Club

NORTH Hills Country Club at St. Louis, Mo., is going through one of the most interesting experiences in golf today and the outcome may have considerable bearing on the operation of other clubs that have land enough and initial financing enough to build two adjoining courses.

Two courses were originally installed at North Hills. Both of them are of championship character. When the club found itself confronted by the necessity of a financial readjustment one of the courses was turned into a fee proposition. Maintenance costs are reduced per course by the division of expense and other expendi-

tures are cut sharply under the figures of a single course and club house.

Of this situation at St. Louis, Alvan J. Goodbar, secretary of the club, tells GOLFDOM:

"The North Hills Country Club was originally promoted with the idea of having forty-five holes of golf, a large and elaborate country club house, an outdoor swimming pool, tennis courts, bridle paths, etc. All of these facilities were predicated on the expectation of a membership of 2,000. The promoter succeeded in getting about \$50. In the meantime the work of constructing the forty-five holes of golf was well under way.

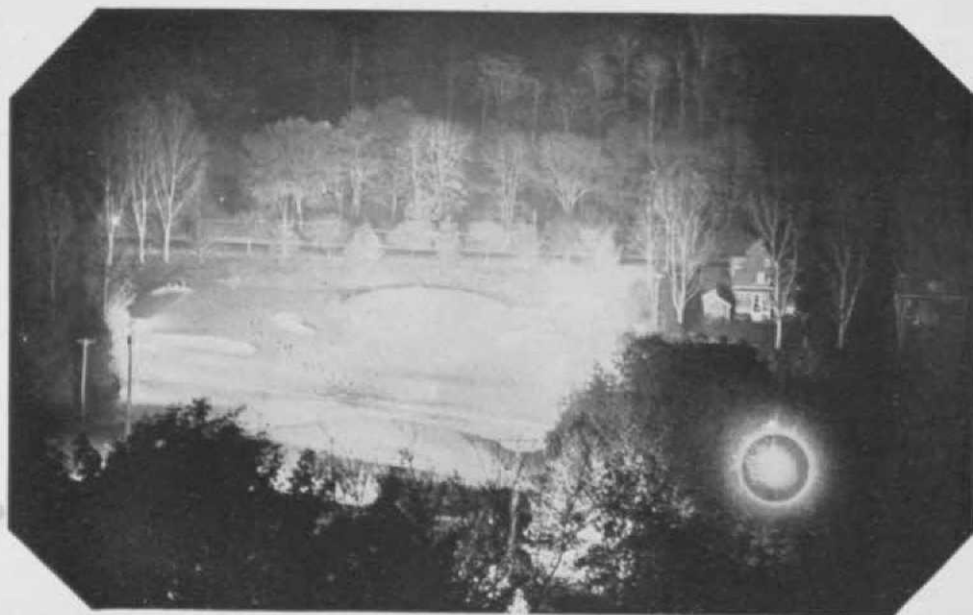


Photo Underwood & Underwood

It's not expensive to illuminate a putting course or the greens right adjoining the clubhouse and it allows night practice of putting, short approach and trap shots. The view shows an eastern installation.

"The result was that thirty-six holes of golf were completely finished, four tennis courts were built, and instead of the elaborate club house, a temporary frame structure was erected, very simple in character, but adequate in so far as locker room, shower bath and restaurant facilities are concerned. The club then settled down to be a golf club rather than a country club, although an outdoor dancing pavillion was also erected and dances and bridge parties are held with a considerable amount of success. Among the 850 members, about 400 of them had joined with the idea of a large and elaborate club house, and for this and other reasons they gradually dropped out until the membership was reduced to about 450. This resulted in an increased cost to the remaining members for the operation of the thirty-six holes and about fifty more members resigned on account of higher dues, thus reducing the membership to about 400, at which figure the membership was closed.

"The board of governors and members then decided to put into execution a plan which had been under consideration by the officers and board of governors of the club for the past couple of years, namely, opening up one of the two 18-hole courses

as a public or fee course. This step was taken about the middle of June and it would appear that the plan will be very successful. July 23 (Saturday) there were 206 players on the east or public course. The fees we are charging are \$1.00 per day for week days and \$2.00 for Saturdays, Sundays and holidays. Additional charges are made for use of locker and showers, and a separate restaurant is conducted for the players who desire to lunch at the club.

"If no unforeseen complications arise, it is easily possible that the net revenue to be derived from this course will be sufficient in time to purchase the North Hills grounds free and clear, to erect a commodious club house for its members and, if it is decided to make the pay course a permanent feature of the club, to continue to provide a net revenue which will result in materially decreasing the dues paid by the club members."

It's an instructor who is missing a lot of good business who doesn't sell his pupils all the clubs they use. When you're instructing don't ever lose sight of the fact that instruction is the best feeder for pro shop sales. "Two time" them. They like it, and it's good for them.