

"Use Noodle on the Job"— Pat's Peddling Policy

J. A. PATTERSON, professional at the J. Griffith Park Municipal Golf Links, Los Angeles, is one of the pros who might be excused for raising a howl about department store competition, but on this subject you will find Pat care-free.

"Keep on your job aggressively and use your noodle alertly," is Patterson's advice, "and you'll have too much business to worry about the department stores cutting prices and flooding the market with a lot of punk golf goods. Bullheaded luck may make things break right for a while but the success that lasts only is attained by keeping hustling."

Patterson, like some of the other pros who are first class merchandisers, is in an exposed salient for the fire of department store competition because he is located at a public course. He has kept his sales constantly growing by being able to herd the sheep from the goats among possible buyers at his establishment. He defines this policy in stating, "I lay myself open to a lot of criticism from professionals when I state that so far as the department store bugaboo is concerned, it really is nothing to be feared as I deem the stores as essential to their type of trade as the pro is to the better grade of golf business. When the pro realizes the value of superior personal service and emphasizing upon his market the superior quality of his goods, the department store is very welcome to what's left in the golf business.

"What success I feel I have attained in my business, and I wish to emphasize the word "business," has been from the close personal contact with, and interest in, my customers, and the feeling that they are my friends as well as my customers. I have always tried to create the feeling that every piece of merchandise purchased in my shop is backed by a guarantee of perfect satisfaction and it is the policy of my shop that no piece of merchandise should be sold to my customers unless the salesman is satisfied that such merchandise is suited to the customers' needs."

In the last analysis the main stock in trade of any merchant is "service" and when the pros realize the vital importance of unselfish interest in their customers needs, and that the confidence engendered by that interest will develop into increased business and therefore profits, will the professional game be raised to the high standard it should attain.

Selling Research in the Shop Shows Up Dead Ones

WHEN the pro wants to learn whether some item in his stock is a seller or not, he can easily obtain this information by taking advantage of the well-known merchandising principle that, nine times out of ten, any article will sell better if well displayed than if stuck away on some shelf.

To make the experiment, place the article in question in some prominent position in the shop, where it must be seen by all who enter. The top of the showcase or alongside the cash or sales register are good spots. Print a small showcard with some slogan or other asking the members to buy. Arrange the goods to form an attractive display.

If the article sells with reasonable rapidity, the pro is justified in assuming it is an article that should be stocked at all times. If it fails to sell even when prominently displayed, it is a dud and the pro will do well to cut the price to almost cost and get his original investment out as rapidly as possible.

A "Fiddle" for Sowing Seeds



P. & A. Photos.

THE so-called "fiddle machine" is rapidly gaining in popularity as an efficient means of broadcasting grass seed over prepared ground. The seed fall from a hopper onto a rapidly rotating disc which is made to spin by working the bow as though playing a cello. Seeding can be done much more rapidly and even than by hand.