

"What's in the Bags?" Is Lead for Pro Profits

HOW much business should a pro do? GOLFDOM has found that many of the professionals who are pretty good merchandisers have been asking themselves this question lately in an attempt to establish some reasonable pace-making sales quota, so they may check their sales results against what the results should be. If the findings reveal undeveloped sales opportunities these astute pros want the warning signals so they can put more "steam" into selling activity.

Setting a reasonable amount of sales to members for a pro to make is a matter that does not permit of a definite dollar-and-cents statement in type. There are too many factors governing the average sales figure that should be attained. The character of the club membership—spending, conservative or downright "tight"—cut-price store competition, location, size and display equipment of the pro shop, length of season, and per centage of active members, all figure in determining the amount of business that the pro can do, but the real important factor is the pro himself.

The Bag Tells

If he's really in earnest about getting more profit from his shop he will get an amazing and accurate close-up of the market that awaits some sales attention when he will give even a casual survey to the contents of his members' golf bags. Most pros will see upon such a study of their members' golf equipment, that less than 10 per cent of his members have what might be considered an adequate and modern set of clubs. He will also be deeply impressed with the number of clubs bought from sources other than his shop, which is significant evidence in most cases of a lack of merchandising effort.

With this survey of the members' playing equipment, and some notes concerning some particularly obvious needs of certain members, he can get busy with his campaign. If his club happens to have a little publication of its own the pro can talk over this bag survey of his with the club

magazine's editor for there is a good story in the character of equipment used by the various members, the lack of clubs necessary to a good working assortment, and the pro shop stock of clubs to supply the revealed needs of the members. Most of the club magazine editors are anxious for material to fill their publication and will gladly give the pro a space for telling this story of his.

One pro who made this investigation of bags started his selling campaign with the following letter, sent to all his members:

"Many of our members who complain of their inability to make good scores can find the answer to their scoring problem right in their own bags.

"I have been looking over the bags of the members during the last week and find many are lacking in clubs that are vitally important to good scoring. Some of the clubs that are being used would offset the skill of Bobby Jones.

"Check up the contents of your bag and see what you need. I will be glad to go over your array of clubs with you and help you make a correct selection of what you need.

"Please understand that every conscientious professional is deeply interested in seeing that his members play better than an average game. That is his work more than selling clubs, and it really is my motive in suggesting that you give consideration to the clubs you are playing with.

"Trusting that this 'tip' will help you to lower your scores and get more enjoyment from your golf, I am

Sincerely,

Selling Tact Is Needed

Any professional sees lamentable lack of proper playing equipment in almost all of his member's bags but he can't come out boldly with his criticism in his selling work. The best the pro can do—and the most effective—is to suggest that he would like to have the member look over his stock of whatever clubs the member needs remarking that the stock is new, complete, carefully selected or shop-made, bringing

out the main selling points. There are few members who won't take the hint.

Display of an interest in the player's game and equipment seldom fails to get business, but there is a happy medium to be exercised. Selling like that done in the average haberdashery would be ruinous to a pro's business. The pro himself knows how he resents being importuned to buy shirts, collars, neckware, socks and heaven knows what all when he comes into a place to buy a collar button. There is the same resentment of high pressure selling in the pro shop although this writer can call to mind not more than two cases where he has seen this in evidence.

Gift Business Is Good

One place where the majority of pros let some good business slip past them is the gift trade. With a good part of the country playing golf now there is no reason why golf goods shouldn't be sold more by the pro for birthday gifts, holiday gifts, prizes for members, employees' sales contests, prizes for trade tournaments in which members figure as executives, and as prizes at the pro's own club. In the latter case a little session with the chairman of the committee responsible for the purchase of trophies at the pro's club will be productive. These men are sorely tried in making purchases of acceptable prizes; picking cocktail shakers to be won by prohibitionists, cigarette cases for the winners who don't smoke, and cake trays and similar precious knick-kacks for those winners who usually consider them just so much junk, notwithstanding their sentimental value. A big gift shop advertises in national golf papers to help the trophy buyers out of their dilemmas and thus gets much business that should go to the pro who is on the job. Clubs, particularly with their prize significances shown by some inscription on their heads, make the most generally acceptable of all golf prizes. When such prizes can be picked from the pro's stock, they make something well worth winning.

Shop Most Profitable

The pro who is a student of his business is finding that action in the shop is more profitable than his teaching work, and while not neglecting the instruction, is putting more intelligent effort to selling than ever before.

There's no better way for getting the right start in selling than the inspection of his member's golf bags that

has been suggested. If this is done and the findings employed in a sales campaign the pro will find that he will wind up this season with a record volume of shop business.

In any shop a judicious use of display cards and signs will help a lot in selling. Manufacturers aid the pro by supplying much of this display material despite the fact that vast quantities of it are never used by the pros who need it most. This advertising from the manufacturers and some signs painted by local display card producers to the pros' special orders will keep constantly at work in increasing the shop profits upon which the pro must depend for an income that is worth having.

New England Bulletin Has Brown Patch Clinic

SOME interesting and helpful opinions on Brown Patch are given in a recent issue of the New England Branch Service Bureau of the U. S. G. A. Green Section.

The thoughts that have been expressed are given in this bulletin as follows:

Brown patch is a fungus growth.

The fungus is in almost every soil.

The fungus grows and spreads with dampness and heat.

So does mildew, a second cousin of Brown patch.

The more tender the grass, the quicker will Brown Patch attack it.

A lawn or putting green seeded in June gets a dose quite easily.

The higher the temperature and the higher the humidity the more damage it does.

Brown patch in New England appears between June 20 and August 20, but its violent season is usually from July 15 to August 15.

Brown patch is of two kinds, "dollar" which is rare in New England and which develops at a temperature above 60 degrees, and humidity of 90 degrees—and "large" which develops at a temperature above 75 degrees and a humidity of 90 degrees.

A fungus growth can be carried to other parts of a green by shoes, by mowers and by one blade of grass touching another.

Brown patch at a temperature of 95 degrees to 100 degrees and a humidity of 95 degrees has been known to spread over a whole green in one night.

Grass is dependent on its roots for existence. The healthier the roots, the less