

permanent the damage Brown patch will do.

Washington bent and Metropolitan bent are strains of stolen grown Bent grass that are especially selected for their vigor and ability to resist diseases.

Sheep fescue turf does not have Brown Patch.

Few fairways are victims of Brown Patch.

The newer the grass and the more tender and soft the grass, the easier the fungus grows on it.

Brown Patch comes at night.

Brown Patch does not thrive on dry sunny days, on dry days or on cold days.

Brown Patch develops more slowly in a well aired location.

Brown Patch likes "dead" air, high moisture and high temperature.

Little permanent damage is done to

grass if the roots are not attacked.

The roots are stronger and longer on a sandy friable soil than on a heavy clayey soil.

Don'ts—

Don't seed in June.

Don't fertilize in June and July as that starts up new shoots.

Don't water at night during the Brown Patch season.

Don't start up new shoots to feed the Brown Patch fungus.

Don't fail to have good roots and healthy grass.

Don't over water and soften the roots during the Brown Patch season.

Do's—

Read the Green Bulletins.

Learn the economical use of Calomel.

Write the Green Section for its collected experience on your problem.

Pros Who Set the Selling Pace

By HERB GRAFFIS

PROFESSIONAL merchandising has brought to light some good merchants who probably would have been highly prosperous heads of retail shops had not destiny, temperament or surroundings led them into the professional golf fold. The pro as a merchandiser has been the subject of some criticism that has raked his ranks fore and aft, but this criticism has been of a general nature and has withheld a due commendation to some of those who should be mentioned examples for their comrades who are eager to increase sales at their clubs.

One recent afternoon the writer spent "fanning" on pro merchandising with a number of the leading golf goods salesmen and during this session the names of several well known pros came up with some definite selling suggestions.

"These fellows who complain of having clubs with a small playing membership," said one of these salesmen, "have not any alibi for not doing business when you think of the case of Alec Pirie. Alec has the smallest membership in the Chicago district, barely over a hundred, as I remember. Of course his Old Elm membership is the wealthiest in the territory but that means nothing unless the pro is a real merchant for the rich man of middle age or past, often hasn't a feverish in-

clination to play golf at every opportunity. These golfers usually are canny buyers, some of them outright eccentric, playing with clubs that must have been turned out thirty years ago. As a rich man told me one time, one of the greatest pleasures of being rich is that a fellow can afford to wear his old clothes. There is this factor of reluctance to change that is apt to keep down sales unless a man who is right on the job, interested and competent, keeps an eye over his trade and misses no chance to make a deft suggestion of a purchase. When a member buys a package of tees at Alec's shop, you'll never see Alec sitting back if he's there and turning the customer over to an indifferent assistant. The member gets the tees from Alec—the personal service idea that please them all—and if there are some new tees in stock, Alec will show them and tell about the ingenious feature of this latest trick of the tee inventing mania. None of this attitude of "I'm a pro and I'm not going to tell you the inside dope of our trade" at the Old Elm shop, like you see many places. In the face of the fact that Old Elm's membership is small I dare say that almost every golf supply bought by its members is bought at the Old Elm shop, which brings the volume of business up to an enviable figure."

This citation of a case of where a pro not only makes money but gets close to his membership at the shop is an illuminating example of the shop's possibilities in keeping the members "sold" on the pro. In these days of golf the club members want a business man for a pro. He can be a tournament star, a wonderful teacher, and all that, but unless he shows some business methods in his shop, you'll note he changes clubs often. With the younger pro, attention paid to his shop is not only good judgment from a business viewpoint but from a character aspect. The cases of young pros whose careers have been marred by playing too much golf with a few favored members at their own, or neighboring clubs, are unfortunately too numerous. The young pro has to exercise a good deal of self-restraint for a kid to keep himself reminded that golf is his business and not just a field for amusement.

A Good Example

There are hundreds of the younger school of pros who have been started off right by the good examples of the men for whom they worked as assistants. One of them whose name was mentioned during this clinic on pro shop business is Kelsey Cleveland, who broke in as an assistant under Joe MacMorran at Indian Hill. Kelsey got his first job as a pro at Harlem, a daily fee course in the Chicago district, and stirred up shop business quickly by the simple process of picking good stuff for the Harlem patrons to buy and then selling them "up," instead of letting them get by with the cheapest. He was smart enough to see that his close contact with the Harlem patrons could be combined with some apt talk on the wisdom of buying quality material and the result was he demonstrated that any pro who uses the sense heaven sent him and ordinary business diligence has nothing whatever to fear from cut-price store competition. Young Cleveland now is at Gary, Ind. He keeps on climbing and earning more money because he's a good business man. You may go through life without reading of him being one of the nation's leading shot makers, but that makes no difference. The boy is a business man and that's what counts when appraisal of pro success is made by the standard that counts the long green.

Get Women's Trade

Another young fellow who came in for

favorable mention, Jerry Glynn, acquired his successful selling technique under one of the masters, Jack Daray. In giving some of the close-up on Jerry's methods, one of the observers said, "A whole lot of the pros let women's business go past. These pros say, 'What's the use of being bothered?'" It does take some time and patience to sell women. They are bargain hunters, but strong for quality and any pro who knows his business can sell good merchandise to the women members of his club. Jerry shows the patience of a saint in making some of these sales to women, but he's attentive, he knows his "stuff" and the women can't help but be impressed with his vast superiority over the usual salesman of any merchandise with whom they deal.

"He's got this women's trade so well sold that they boost for him far and wide and it is no unusual thing to see entire sets of clubs with Jerry's name on them being carried in the bags of women golfers far from Glynn's location at Danville."

With manufacturers bringing matched sets of clubs on the market there is a fine demonstration of a selling idea bringing new business to the pro field. Sales of these complete sets of matched woods and irons have been great. The manufacturers with their big investments, have to keep thinking along lines that will increase their volume. Now the pros are selling sets instead of individual clubs in many instances. Although the leading players, pro and amateur make their own selections of balanced clubs, the idea of a "ready-made" balanced and complete set appeals to the average golfer. The shop that hops onto this idea, either with sets of one manufacturer's make or with sets assembled by the pro himself, is hooking into a big new market development, commented these various salesmen at the session. They told of one pro who won one of the biggest golfing events a few years ago and promptly showed himself to be a first class business man by selling to a good proportion of his club's members sets of irons just like those he used. His enterprise, the forerunner of this matched set idea, brought him business from players in many other clubs in the territory in which he was located.

"Cash Register" Pros

"Cash register pros" was what one of the boys called these fellows who are ahead of the game in their business meth-



Although it's an indoor school the attractiveness of this pro display may be easily duplicated in many a club installation.

ods, and cited as one of these leading lights Charlie Hall of Birmingham, Ala. "It wasn't so many years ago that Hall got his first club job at \$50 a month," said one of the fellows telling of the successful career of this Southern professional. "Now he is reputed to be worth around \$200,000. A lot of it was made in good investments, of course, but the foundation was supplied by his pro shop profit. Hall instinctively had the faculty of thinking, as he looked over the players at his club, "how much is that foursome worth to me," and got their business by seeing that they knew what he had for sale. He is one of the best diplomats in pro selling I ever saw, and makes sure that his club members get real service.

"Another fellow of this type is John Hagen, at Salisbury, L. I. Watch Johnnie greet the members as they come into his shop and you'll see one of the reasons why a pro shop does good business. He makes his shop an agreeable place to trade and always is talking business in an interesting manner."

Always Talk Business

This matter of "always talking business" came in for a lively discussion. One of the men who made a decided success as a pro merchandiser before he became one

of the well known figures in golf goods manufacturing told of a case in his pro history where it paid him to always talk business. His club passed a rule prohibiting "money play." Instead of the informal matches getting cash decisions, ball certificates redeemable at the pro shop were the medium of exchange. This pro kept the rule in effect for some seasons by making arrangements with local merchants whereby his certificates would be honored as the winners usually were the fellows who already had won enough balls, clubs and other golf merchandise to keep them equipped for years. This diversity of merchandise available helped to popularize the rule and gave the pro a good profit as the result of his agreement with merchants who honored his certificates.

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