

TYPEWRITER DIVOTS OF PRO PROFITS

DUG UP BY HERB GRAFFIS

ARE you taking club cleaning as a matter of course? Dave Livie, Cleveland District maestro, says clubs cleaned in his shop can be recognized easily, for the boys put a lot of care into their work.

Dave drags down \$2 a month for club cleaning, and the members are happy, for \$2 worth of work shows. The bags hold more clubs now and Dave got the tip that the work was worth more than the old rate when his boys started howling about having to stay up all night cleaning clubs. He put on an apron himself and established a quota of 20 sets in an hour and 10 minutes. This includes oiling the shafts and minor repairs. If major repairs are necessary the fact is called to the member's attention.

ONE pro I talked to recently is allowing his members a trade-in price on their old clubs to be applied on their new club purchases. He has a display on this deal in his shop. The clubs he takes in he sells to a pal of his at a public course shop. The public course pro "prettys up" the clubs and makes a good profit by selling them at bargain prices. The line-up has knocked the daylight out of the local cut-price stores' play for the cheap business.

AT BATTLE CREEK (Mich) last winter, there was an indoor golf school exclusively for the members of the Battle Creek Country club. The agreement between the club and its pro was to split 50-50 on all over expenses. It's a great thing for keeping club interest blazing, and it's a good thing for the pros too, for it solves the problem of a winter location.

DON'T worry about the pros in the smaller cities going on an enforced diet during the winter. I talked to one pro a few weeks ago who made \$300 profit around the Christmas holidays on golf goods bought for presents by his members. This boy sent a letter to his members telling them if there was any golf

merchandise they saw in local stores, or picked from a standard golf goods catalog, he would get it for them at the standard price, and stand back of it. He stated he would personally inspect each club shipped under this arrangement and thus assure the buyer a better buy than if the club was bought through a department- or sporting-goods store.

BILL LIVIE of Cleveland, who is getting a national reputation as an operator of daily-fee courses, says one of the best stunts his company pulled to get women's business on the "off days" was hiring a couple of competent maids to watch over children left in a well-equipped playground.

Bill's bunch put over another logical winner when they got local industrial companies to form intra-company golf clubs and sold these industrial outfits a number of adjoining lockers.

BEWARE "high-pressure" selling in the pro shop. This introduction of "down town" store selling policies clashes too violently with the club atmosphere of ease and relaxation to be continuously healthy for the pro. But, at the same time, make it darned easy for everyone to be self-tempted to buy.

HAVE you got your women's clubs displayed separately, with a sign calling attention to the stock? Women's business is getting bigger every day, and you have to impress them with the fact that you have distinguished, quality merchandise, the kind they can't get everywhere, if you want to keep them from following the phony bargain bait.

A PRO shop is as necessary to a golf club as its shower-baths, but you'd never realize it to look at the location, design and construction of the majority of pro shops. That's something for the clubs' directors to think about when they're wondering how their clubs can better serve the members.