



Ninth green of Phoenix (Ariz.) C. C. where Dr. Kimball Bannister of the home club won the 16th annual amateur championship of the Southwestern Golf association. The new champion is at the left of the foursome.

In explaining how he has secured this support from his members Gayer says:

"When there used to be a lot of business lost on account of wholesale buying by members I would look for a chance to talk things over with the misguided member. I went after his business at list price on a strictly business basis.

Talk It Over With Member

"I'd ask, first of all, what he was saving in the course of a year? We could figure it right down to the last dime and the amount would be somewhere between \$10 and \$20 a year. Then I'd say, now let's look at the clubs you got 'wholesale.' I could point out innumerable details of misfit jobs with which the player stepped on the first tee with a seven or eight stroke unnecessary handicap. Any of the fellows can do that, if they know what they should know about club construction and proper fitting of the clubs to the players. You can figure out that these strokes mean paying off to the others in the foursome, and an eventual replacement by the right clubs, so the player really is out of money when he thinks he has put over a fast one in buying at wholesale.

"There was no use scolding fellows who hadn't bought from me. They belong to the club and pay their dues so they have a right to my personal attention just as much as any other member, although it's human nature for me or anyone else to give his best customers the utmost in personal service. By showing these strays some attention, helping them with little tips on their games and playing around with them

Sunday afternoons instead of doing like a lot of pros, playing with the same old bunch of low handicap men, I got on their good side. They learned to have confidence in me and would take my word on their purchases instead of thinking that I was actuated solely by mercenary motives.

"To get business and fight competition to a standstill you have to make your members happy. You can't do that unless you know them and go out of your way to show them some thoughtful personal attention.

Members Make Merchants

"You hear so many pros say that jobs with Jewish clubs are the best jobs in golf and you'd think it was just because the members are good spenders and usually very well to do. That is only part of the answer and a very small part too. The real answer is that the members are good business men whose interest in business is as much a sporting interest as it is a money-making proposition. They play business as a game and being in this atmosphere the pro at a good Jewish club is made a first class merchant by his members if there is any sort of stuff at all in the pro.

"You take any problem in pro merchandising and if the average pro would give it as much thought as he would to ironing out some fault in his own golf game, the answer to the problem would be forthcoming quickly. This discount mania can be whipped without much trouble if the pro will enlist member support on a fair face-to-face business basis."