

Picking Up Pointers From Prospering Pros

By HERB GRAFFIS

FROM *The Golf Partner*, interesting valuable house organ of the San Diego C. C., we pass along the following ideas to professionals and club officials:

In commenting on the value of the teaching services of a club professional who does not engage in many tournaments, the editor of *The Golf Partner* proves himself to be the kind of a friend every pro prizes in his membership.

The comment says:

"It is not an unkind criticism of Diegel or the Agua Caliente club to mention the value of the teaching pro, rather than the playing pro, to practically every golf club. It is true that Roy Tufts has entered many of the California tournaments and made creditable showings. He has not been up to the top leaders for the principal reason that he spends practically all of his time in teaching and in playing golf with our members.

"Golf with a player of less ability does not force a pro to the test that brings out his keenest effort and his lowest score. Some way or other we feel that Roy's slant is very much the right one. He has developed and is developing many good golfers. He is never too busy to give a word of encouragement to the duffer and he is building many former duffers into players that are consistently shooting below 90.

"The fact that we have many able women golfers and that women's golf occupies its prominence and interest at our club is likewise a tribute to Roy's good judgment and sincere effort.

"When Jim Barnes was in his golfing heyday he was for over a year pro at a club to which your editor belonged. Jim was followed by a good teaching pro. The effect on the membership in interest and better golf needs no further comment.

"We are still of the opinion that Roy has the right idea."

An inducement to practice is presented in the following paragraph:

"With the consent of the Board the committee will try the experiment of supplying balls and eliminating caddies on new practice ground. You simply go over there and dip into a barrel of balls and hit

till you are tired and when you get through you pay or sign at the rate of 50 cents an hour. 30 cents a half hour. No bother and no delay looking for wild ones. Let 'em fly."

The Golf Partner's third interesting suggestion is that some of the matches in the pro-amateur schedule in the district be mixed events to aid in the development of the district's promising women players. It also adds that a place might be made for some of the swiftly developing juniors in these pro-amateur tourneys.

ELSEWHERE in this issue there are the remarks of Howard Beckett on movie golf instruction. This Beckett is a splendid type of pro business man and as one of the fellows who looks ahead in the professional his ideas on the changing times in pro merchandising are worthy of thought.

He tells GOLFDOM:

"The pro business is more than holding its own in Atlanta, despite the scare talk about general business conditions, and I believe that a good part of the good business experienced professionals are having is due to their blossoming out as able business men.

"Even though most of us are having a satisfactory business now I can't help but feel that the game as far as pro merchandising is concerned is undergoing a great change and we all will have to keep thinking smartly to keep these changes under control.

"With steel shafts, compact blades, larger and lighter balls, and what have you, it seems to me that it pays the pro to go slow, keep his eyes open and watch for the picture to change. Providence has repeatedly proved itself to be on the pros' side and I am convinced again gave a demonstration of its kindness toward us when the 7 per cent discount arrangement was made by the P. G. A. with the manufacturers. Pros who want to take full advantage of the new discounts are

not going to stock up heavily on merchandise that might become antiquated under the present rapidly changing conditions, but I am sure will increase their volume in order to get the utmost net profit under the new deal. The new deal ought to be a good one for the manufacturers too. We all hear the explanation that the store cut-price offerings of golf goods are manufacturers' surplus stocks or discontinued lines. This being true, the manufacturers must make a serious sacrifice of profit in order to turn merchandise into cash. That loss can be avoided by a production schedule closer to consumption figures. I would hazard the guess that the selling cost is by far the biggest item in determining the manufacturers' prices of golf goods and if this can be reduced by curtailment of slow-moving inventories it doesn't take any master mind of business to know the manufacturer and pro can look forward to better profits.

"I recall members' conversations and reading about the hand-to-mouth buying policy that was inaugurated suddenly several years ago. At first manufacturers in every line thought it was the death-knell of big business and good profits but it turned out to be the salvation of solid business. The same thing seems to be working out in the merchandising of golf goods. With the pros better qualified to increase their sales and aware of the wisdom of working with the manufacturers on a 50-50 basis for increased profits, there is a pleasing prospect for the pro who rates as a safe, sane and bustling business man."

ONE of the new and successful stunts in newspaper promotion work is the golf lessons being given by George Calderwood at the Milwaukee *Journal's* Housewives' institute. There are three weekly classes, two for women and one for men. There are six lessons for each group.

So many women presented themselves at the first class that a second class was made necessary. The idea was worked up by Billy Sixty, golf editor of the *Journal*, and was accorded a lively reception. Bill used to caddie for the owner of the *Journal* and now is the golfing partner of the Big Boss at frequent intervals. The idea the *Journal* has pioneered is one that should go over well in many other communities in working up publicity and interest for the newspaper, publicity, some added dough and future pupils for

the pros, and more customers for the golf courses.

With the continued speedy growth of golf the pro who can see anything but a bright business future for himself is sadly lacking in self-confidence. During the past winter and spring we have noticed a number of cases where the boys picked up welcome new additions to their incomes by being in a position to capitalize on the public interest in the game.

One shining case of this happened in Chicago when the Cutler shoe store, to introduce its spring line of sport shoes, got Jerry Glynn, pro at Barrington Hills, to give free golf instruction in a net on the first floor of the establishment. Glynn's instruction was extensively advertised by Cutler's and the hustling young pro kept busy all through the day.

Jerry comments that many of the crowd stepping into the net never had a golf club in their hands before but were "raring to go" as golfers.

It's a stunt that some of the other smart boys can put over with merchants in their cities next spring when the spring sports apparel is being introduced.

THERE is a lesson for pro business men in the case of a star hat salesman in Boston. This man gets \$7,500 a year and commission, and that's big money in the retail hat business.

The usual greeting a hat store customer gets is, "try this on for size," whereupon any type of hat is handed out. This expert does it differently. He picks out a hat that fits the customer's face, and he knows his stuff in this respect. Then he works around to the right size.

Instead of just handing out a club that happens to appeal to the pro when a member says he wants a club, how about a little more deliberate consideration of what sort of a club fits the player's game? Being too fast or too trite in presenting something for the customer to buy is losing a good chance to put over a lasting and valuable sales impression, and to get the customer fitted properly.

TORO REPORT SHOWS BUSINESS GOOD

Minneapolis, Minn.—Toro Mfg. Co. report for six month period ending March 31, 1930 shows 16 per cent increase in shipments over corresponding six months in 1928-29. Net earnings for last year were \$145,032 as compared with \$128,535 for the year previous.