

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.