

Rush for Many Turn-Overs

"We carry a stock of about \$6,000 in clubs, caps, very few sweaters but plenty of all makes of balls, and we never fail to take inventory once every month. We try to turn over our stock as often as possible and I believe it is easier for us to do so than the boys in other parts of the country for we go at high speed here twelve months of the year. Perfect golfing weather accounts for that. Lou pays all his bills himself via the check route and every bill is discounted. We have very, very few accounts to keep on sales, being a public institution and those on our books are well known to us. We don't know what bad debts are. We have none—never."

Jack Street finished this remark as the boss returned from his half hour lesson so I again assailed him with the question, "What do you think of the standardization of golf instruction? Do you think it is possible to put over?" Slowly he answered, "Yes, and no. With motion pictures taken of such men as Bobby Jones and Macdonald Smith, our two greatest stylists, much can be done to start beginners off on the correct track. But outside of the beginners, the individual must be more seriously considered and I think the professional will have to take care of the rest of the gang. I would like to see something done that would bring about stabilization of the swing. Let's get off that subject for the time being as I understand the P. G. A. have something in mind that may work out to the beneficial advantage of all."

Wishing to snare Lou back to his ideas of selling, I popped this at him, "How is it that you have as many high priced sets of clubs in your stock as many of the big private clubs hereabouts? I can count ten sets of matched woods and irons right now. Are they there for display purposes or do you really sell such high priced merchandise?"

Easy Payments on Good Clubs

"Listen," said Lou, "I'm going to open your eyes. You would be surprised how many sets of these we sell a month. Young men on weekly salaries cannot afford to buy such clubs outright even though their eyes bulge out as they gaze at them. But when a lad whom I know to be right wants to invest in a set, I let him have them on a payment of \$10 a week. That creates a fine follow up business and there is nothing better for any man's business than a follow up. It's the very life of

trade. I let that lad have these high priced clubs on easy terms. I take a chance, but I've never been done out of a red cent yet. That lad tells his friends. They come along after they admired his beautiful clubs and get a set. And so it goes all along the line.

"Then here's another angle rather new to public courses. A fellow who owns a fine set of clubs and a nice bag wants to keep them in nice shape. I suggest to them that for the small sum of \$1 per month he can have them kept in a rack in my shop, cleaned every time he uses them, wrapped when needed and ready to hand out to him in first class shape any time he wants them. That's salesmanship. That's why you see over 100 sets in the racks."

Thus ended one of the most pleasing interviews I've ever had with any professional in any section of the country, with a man who knows the game from A to Z as Nick Shafer said, a man who is known far and wide as a teacher of outstanding ability (one of the country's foremost), a man who gave to the world such a marvelous champion as Mrs. Leona Pressler, twice Western champion and runner-up in the women's national a year ago, a man who, through his untiring efforts and wise council and teachings gave Southern California the finest group of young golfers that ever emerged from a single club. The club I refer to is Wilshire Country Club, Los Angeles.

Expert Gives Basis for Rating Food Service

A COPYRIGHTED score card for inspecting and rating restaurants is described by its compiler, E. D. Pratt, in April *Hotel Management*. The definite platform for determining the standing of a restaurant has much in it worthy of study and use by golf clubs.

Mr. Pratt lists as major items on the inspector's report, first impressions, service, commodities, atmosphere, order and sanitation, and maintenance.

Under "service" he gives the factors of promptness, attention, manners, proper dishes, etc. As "atmosphere" factors he lists ventilation, the bearing, dress, manners and activities of the management, discipline, and organization.

For check-up under "order and sanitation," Mr. Pratt puts crockery, silver and glasses; napkins and towels; floors, walls and ceiling; stairs, pantry, kitchen, etc.