

Will Yearly Models Boost Club Sales?

HERE is an idea that strikes us as being worthy of some study by the manufacturers. It comes from the fertile mind of Norman Faunce, pro at the Mid-City daily-fee course in Chicago district, and one smart merchandiser. Norman says the automobile fellows have a selling idea in the yearly models that the golf business could pick up profitably if not used to the excessive extent that almost put the automobile business in a cramp with trade-ins. It's the yearly model idea. On each club he suggests the year of making be stamped so a club that is five or six years old would have its antiquity and obsolescence heralded to the world.

Faunce maintains that a lot of golfers are using clubs five or six years old instead of buying new clubs, simply because they are not reminded of how old their clubs are.

There is a trade-in feature to this, he says, for the old clubs that are turned in on new club purchases could be sold at a good profit at public courses when the clubs are re-conditioned.

Norm says the stunt is open to any manufacturer and wants 100 bucks of the coin of the realm from the manufacturer who adopts it. Now, if he has the hunch of a swell collection method, the tall boy is one of the day's outstanding commercial geniuses.

Preventing Pro-Shop Leaks

HOWARD BECKETT, pro at the Capital City C. C., Atlanta, has a \$600 cash register in his handsome shop. "It's saved me a lot of money by being so handy to the display case that I get an accurate, convincing record of each sale and put a receipt in the hands of each buyer. Around Saturday noons and other rush hours, the pro often loses quite a little because his own small shop force can't handle the members' purchases fast enough to make sure that the sales are recorded."

Beckett also has a scale prominently located in his shop for he has found that the simple process of weighing a club is impressive in making sales. It shows how the good pro merchant goes into detail to see that his trade is fitted with the right playing equipment.

Coast P. G. A. Tests Teaching Skill of Members

WILLIE HUNTER, Lewis Berrien and Louis Scott form the committee of the Southwestern P. G. A. which is to examine applicants for membership in that P. G. A. section on their knowledge of teaching. Certificates of qualification will be awarded to those applicants who demonstrate that they are able to handle a sound and effective job of instruction.

The Californian's action in this matter deserves endorsement and support. Although there are some who will raise questions about the instruction methods of applicants being at variance with those most favored by the examining committee, the personnel of the examining committee is such that it assures every competent instructor a square deal and encouragement if he has some practical new idea in instruction. It also will help a whole lot in identifying those who are competent to handle pro jobs properly.

Why Shops Lose Sales

THINKING merchants are giving lots of attention to reducing the percentage of "walk-outs" in their stores. A survey among stationery stores has been made for the purpose of determining why customers walk out of a store without buying. Reasons for the failures to sell may help the pro to check up on his own merchandising situation. Chief reasons for the walk-outs were given as:

1. *Stock shortage.*
2. *Stock not handled.*
3. *Brand not carried.*
4. *Cut price competition.*
5. *Jumbled stocks.*
6. *Inattentive clerks.*
7. *Price range too high.*
8. *Indecisive customer.*

TO restore the finish to wood heads, George Sargent has an excellent suggestion. Take four sections of the soft buffer and put them, loose, on the buffing motor's spindle, next to the motor. With a brush, apply a little liquid wax to these four sections, and then hold the wood head lightly against the revolving wheel. The finish is much brighter than that obtained with shellac. Pros to whom George has passed on the stunt say that it's a good idea to work it on new clubs, for it's like applying a simonizing treatment to a new car—it preserves the looks.