

Sales Off, So Action, Not Alibis, Is Pro Cure

THINGS were going along swimmingly for pro business at most of the private clubs until the hot weather hit the country. Talk about the farmer needing drought relief! The pro also needed it, and in large figures. Not only were courses burnt up but the players, even on the watered courses, had no overwhelming urge to get out and bat 'em around during the long, sizzling sweltering session.

The adverse golfing weather coming at a time when pro business usually is at its peak put the pro business men through a baptism of fire. It stands greatly to the credit of the pros that most of them demonstrated their fitness as business men under the trying conditions. At the public and municipal courses the sales were good, considering, because they were getting so much play due to the general unemployment, but at the private clubs there were many days during a six week stretch when less than a hundred would be the play. In this year's record golf business the pros have played their usual leading role in the sale of the better grade goods. To show what splendid selling tactics they used to maintain this pace, we can take the case of Jerry Glynn, pro at Barrington Hills C. C. (Chicago district). Previously we have mentioned Glynn as a representative of the up and coming younger school of business men in pro golf who are assuring the business a bright future. We tell another tale of this laddie simply because he's a fine example of the type and not because he is the outstanding genius of the pro business.

Comes Into the Stretch Behind

In the first place, Glynn keeps a simplified set of books that makes it easy for him to know where he stands. He has the comparative figures for each year always looming up before him and when he came to July first this year, he noted that he was behind his last year at Barrington. Instead of falling back on the consoling alibis of hot weather and general business depression, Glynn made up his mind that the deficit must be his fault. Barrington

is an exclusive club of small membership and not the right spot for a pro to try to "put the heat on." However, that doesn't mean that the members don't want to buy. They are people who are accustomed to service and in selling these folks Glynn has to have this service theme paramount.

Lists Their Needs

After Glynn made his discovery that business was lagging, he went over his membership roster and listed everything in the way of golf equipment and supplies each member needed. The list was kept in the case until it was memorized. In a helpful and ingratiating way, Jerry worked on this list and went into August even with the figure of business increase he set for himself.

Practically all of Glynn's business now is in sets. He sold 23 clubs to the caddies at \$3.50 each. These were clubs that sell for a minimum of \$6.50. Glynn maintains that with right ordering a club that does not sell in 60 days is a false alarm and the sooner it is dumped the less the loss. By getting rid of the odd clubs to the caddies Jerry keeps the sets prominent in the picture and doesn't break the market.

Glynn figures that the advertising the manufacturers are giving the pros is doing a lot to help the pro business, but that the pro, to cash in, has to keep his eyes smartly trained on his members' requirements and operate his shop on a distinctive basis so that in merchandise and atmosphere the buyer sees in the pro shop attractions that no other golf goods retailer can equal.

REDDY HAS NEW LOW COST CELLULOID TEE

New York City.—As a running mate for the Reddy wooden and de luxe celluloid tees, the Nieblo Mfg. Co. has brought out a less expensive celluloid tee, retailing 12 for 25 cents. It takes an expert to tell the difference between the newcomer and the de luxe celluloid Reddy, so the new item seems destined for big sale.