

Changed Buying Habits Emphasize Pro Service Values

By AL STECKMAN

IF ALL the business headaches of 1930 were laid end to end they would reach far, far into the night.

General business was off somewhere between 15 and 20 per cent and nobody has been able to put his finger on the basic cause. However, out of all this mulling over the situation have come two beacon-like facts, both of which should be of extremely great interest to golf professionals.

The first of these facts is that 1930 proved that when America isn't busy, it is very likely to play golf. Golf as a business showed a nice increase of about 21 per cent—1930 over 1929.

With general business conditions improving slowly, our friends the golfers will have plenty of time for play during the coming summer.

The mere fact that the golf outlook is bright is cheerful news, of course. But it is not nearly so significant as another opportunity that lies ahead of professional golfers this year.

Changed Buying Habits

Since the notorious crash of Wall Street, our good American citizens have completely changed what the advertising sharks call their "buying habits." Hereby, as the old writers used to say, hangs a tale.

Two years ago when we were all riding the crest of the prosperity wave, everything was pretty much a matter of easy come, easy go. It was not difficult for a gyp dealer to unload a set of worthless golf clubs on to an unsuspecting golfer. It looked like a good buy at the moment. Later, when the purchase was found to be a total loss, our golfer probably said, "Oh, well—they were cheap. Who cares?"

That same golfer today is a different man to deal with. He has learned a lesson and learned it in a brutal, but a thorough, school. He now demands the last ounce of value whenever he invests as much as two bits. This fundamental change in the public is of extreme importance to any manufacturer or retailer, and it is those concerns that have not met a changed con-

dition with changed methods that you hear about in the receivers' courts.

Take the case of an automobile manufacturer. Two years ago he earned \$450,000 net profit in six months due to the success of selling and advertising his cars for their beauty alone. The selling scheme was so successful that he clung to it in spite of the fact that his customers had changed their viewpoint. In a corresponding six months' period in 1930 this same company lost \$452,000, simply because the manufacturer didn't realize that the motorist had switched and was buying his cars on a mileage basis and not for looks.

1931 Golden Year for Good Pros

In other words, it is the man who delivers value who is going to stand out like a sore thumb in 1931. And right here lies the greatest business opportunity for professionals in the history of American golf. *No merchant in any line delivers as much honest-to-God value as the golf professional.*

If a golf professional is on the job, the downtown retailers are going to have an awful time trying to sell golf merchandise to club members. The most beautiful part of the whole set-up is that all the pro has to do is to deliver what's expected of him in an efficient manner. He doesn't have to turn any business handspings or do anything sensational at all.

In fact, the whole business is so simple that it is typified by a well-known Eastern pro who made this statement:

During 1931 I am going to give lots of real, sincere service to my members. I will go out of my way to take an interest in anything and everything pertaining to their golf games. I will take extra care in helping them select clubs and other merchandise. There will be no kidding about lessons. I will take extra care in club cleaning. I will even solicit minor repairs to be done gratis.

I will keep the boys in my shop on their toes to carry out this program. Then, when I am sure I am doing everything in my power, I will take pains to make each member realize

that I am trying to deliver full value for every nickel he spends with me. I will send out letters, or postcards, drawing attention to the many services that I render that the golfer can't get from any other retailer of golf supplies.

Old stuff! There isn't a pro in the country who doesn't fully realize that all these things are fundamental, every-day parts of his job. But still, I repeat, in these every-day jobs lies the greatest opportunity the golf professional ever had.

Here's why. In the palmier days, club members were too full of paper profits to pay any attention to the "little extras" that he got from golf professionals. Everything was going too smooth to bother his head about whether he gave the pro a fair break or not.

Not so today. Automatically, every golfer will make a comparison in his mind between dealing with the pro and a downtown competitor. The service that he used to brush aside without a thought will be the determining factor.

If every professional in this country puts a little extra thought, a little extra planning and a little extra energy into the running of his shop, the golf profession will have increased its prestige 100 per cent by next fall.

BURROUGHS HAS NEW CASH MACHINE FOR FEE COURSES

Detroit, Mich.—A new low-priced cash machine especially designed for fee golf courses has just been announced by the Burroughs Adding Machine Co.

This machine is credited with being an entirely new development in cash register construction and operation. It registers sales, paid-outs, and miscellaneous transactions, and also contains a locked-in detail tape that provides a permanent record of each day's business.

The keyboard of the new golf machine is one of its outstanding features. Besides containing keys for the exact registration of amounts, it also provides keys for registering the number of players. Both sets of figures, dollars and cents and number of players are accumulated in the machine.

The keyboard also contains a number of descriptive keys. These identify all items as they are printed on the detail tape, and show clerk number, classification of sale, or such description as is indicated by the transaction.

Cash is protected in the new machine by means of the locked-in detail tape, and also by means of locked-in totals and grand totals of daily transactions. This construction makes it impossible to alter records.

Vets Prepare for Annual Buddy Poppy Sale

THE ninth annual Buddy Poppy Sale is to be conducted by the Veterans of Foreign Wars simultaneously throughout the entire country during the week of Memorial Day to raise funds for the adequate maintenance of their relief activities.

Genuine Buddy Poppies are guaranteed by a copyrighted green label which identifies them as the handiwork of disabled and needy ex-service men, and are made in government hospitals through an arrangement with the United States Veterans' bureau. A national total of 6,000,000 Buddy Poppies will be completed in readiness for the opening of the sale.

The Veterans of Foreign Wars was the first veteran organization to undertake and conduct successfully the Poppy Sale movement on a nation-wide scale. The first V. F. W. National Poppy sale was held in 1922, using French poppies made by women and children of the devastated areas. The following year, with a greater demand, the organization had to resort to poppies made commercially. The present plan of manufacture was developed in 1924 in order to extend the relief afforded by the poppies to those men who were disabled and needy but still capable of this employment, and the V. F. W. Buddy Poppy factory organized, where only those handicapped by war disabilities were employed in putting together the emblems.

ILLUMINATED CUP FOR NIGHT PLAY

A N illuminated golf cup recently has been designed and patented by F. H. Ackerman, electrical expert and operator of golf courses. Ackerman's illuminated golf cup is made up from an aluminum casting and is illuminated by a 6 or 12 volt 12 C. P. single contact lamp served through a 250 watt transformer.

The lighting service on two courses owned by Ackerman covers a ground area of 31,000 and 26,000 square feet and the connected lighting load is 10 and 9 kilowatts respectively. The lighting service charges run from \$65 to \$75 per month.

The cup can be illuminated with any colored lamp desired and is said to be visible from a distance of 100 feet and more, shining in the green visible for approach shots and putts.

The aluminum cup is lighted from the lower side the light coming through a thick bulb which sheds plenty of light but which cannot be broken by any ordinary putt.