

# "You Have to Tell 'Em to Sell 'Em"

By  
HERB  
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## Says Collins, Merchant Pro

Al. Collins



**B**EING ON the lookout for gems of thought that may result in added incomes for pros, greenkeepers and managers keeps us pawing over tips from many and curious sources. It's amazing how many ideas of other businesses can be adapted to good use in the golf field. For instance, the other day a publicity release sheet came in from the press agent of one of those personal loan outfits. The dope gave some figures about 92 out of every 100 American families not earning enough during the boom year of 1929 to necessitate filing of an income tax. These

92 families averaged in income only \$41 a week, while the average of the lucky eight families remaining averaged \$200 weekly.

"Well, what's that got to do with the golf business" some of the inquiring readers might interrupt.

It simply means that the margin between good times and punk is so narrow that no intelligent worker in golf has any reason for folding up today when chameleon character is exhibited by yellow citizens turning blue.

Yellow and blue have no place in the temperament of active young Al Collins,



Notice, in this view of Collins' shop, how prominently every item of merchandise is price-tagged. It saves answering lots of questions.

pro at the Indian Hills C. C., at Kansas City, Mo. For that reason when Al closes his books at the end of this season—or any other season—there is no red.

As good as Al is—and he's one of the boy marvels of pro business operation—there is a lot of business from his members that he won't get, and that he ought to have. But it won't be because Al doesn't go after it.

In every pro location there is a very healthy annual volume of business that escapes the pro. For that reason Al main-

tains that no pro, at this time, or any other, has a kick about business that doesn't simmer down. It is the complaining pro's own fault.

## Let 'Em Know You're Serving

The corner stone of the Collins business structure is information. Al believes in constantly letting his people know he is there to serve them, and in serving them, sells them what they need and should have. When you get right down to do it many pros are away under their possible sales just because they don't keep on reminding

# 'Al-O-Gram'

Published More or Less Frequently and for no Particular Reason  
By AL COLLINS, Professional at Indian Hills Country Club

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## Hello Fellows!

Meet Our New Friend

### "AL-O-GRAM"

Well here we are fellas I'm an editor and publisher now I know that a golf "pro" isn't supposed to have sufficient intelligence to be the editor and publisher of a regular publication but this one isn't very big so I hope you will excuse me.


I don't know why I had to "break loose" with this. I guess I just couldn't help it. . . here it is . . . "Al-O-Gram" . . . a very modest title you will admit. I hope to make it an interesting little monthly visitor to your house. There's no irony in the fact that it is practically the same size as your monthly bill. That's because it is made to fit the envelope and "ride free", thus saving Al a lot of postage.

**PURPOSE?** oh! I don't know I just want to get chummy and let you know that I am trying to serve you and the other 399 members of this club to the very best of my ability. And, in spite of the fact that a very successful "pro" recently told me that it's impossible to please 400 members, I just can't keep from trying. "Al-O-Gram" is a part of my effort. If you don't like it, you've got a waste basket, haven't you?

I hope you won't think I'm "fresh." That would be a terrible start for my "magazine" I really hope to be quite helpful to you, as a golfer, thru this little "mouth-piece", so read a few issues anyway, and maybe I'll get discouraged and stop it before they chase me out of the club.

AL COLLINS

P S. Seriously, and logically too, lessons earlier in the season are a much better investment because you get the benefit of them all during the golfing season. **TWO THINGS** It's not a lot of trouble to take a lesson. All you have to do is to make an appointment at your convenience. No clothes changing and no time figured for a shower. And, I am confident I can improve the style you have, without getting your mind in a turmoil. Let's try it. JA 4293.

Don't fail to take a look over here 

## I SELL EVERYTHING A GOLFER NEEDS

I have practically everything in stock, and if I haven't, I'll get it for you. I want your business . . . I need your business . . . I have to have your patronage if I'm going to live. I recognize the fact that I've got to compete with other merchants who sell golf equipment and wearing apparel and I can do it. You won't pay any more for anything in my shop than you have to pay elsewhere for equal quality—I'll see to that. Also I stand behind every sale I make, and if the purchase isn't right, I'll make it right . . . I'm out to make it worth your while to trade with me and I know I can do it. Patronizing the "Pro" is fine and all members should but not "at a loss." It's up to the "Pro" to merit the patronage of the members and, here's one who is going to do it.

### Al..

Toots His Own Horn

### News

.. and Other Stuff

**JIMMY LENTZ**, Assistant "Pro" and "Major Demo" of the shop. You know him by this time, I guess, but he's not listening, so I want to tell you that he certainly takes care of those clubs in "top-top" shape. I've had more compliments from members who keep their clubs in the rack this spring than I have ever had in all the time I have been here. \$1.00 a month . . . and I guarantee that Jimmy will have your clubs in first-class shape and just "itching" to hit that ball all the time. If you want to be sure, try it one month and if you're not satisfied, you don't owe a cent.

### THE NEW BALL MAKES QUITE A DIFFERENCE

I find more golfers with a pronounced preference for certain balls than ever before. That "Hagen" is a good ball at 75c and the "Dunlop" at \$1.00 is a dandy but you sure hate to lose them. Then there are the Spaldings . . . dot and mesh—just plain "Spaldings," "Kroffite" and "P.G.A.," all of them "ace high." I've got them all and a fine line of 50c balls too, as well as used balls in excellent condition at three for \$1.00 and some not so good at five for \$1.00 . . . so you see I'm all set to take care of everybody when it comes to balls.

Leonard Wakefield, Better known as "Wake", pulled a fast one on the boys when he brought Al Zimmer to us. Al doesn't "fool" with a golf ball at all. Ask Burgess and Johnson . . . they won't tell you.

"Brick" Wernall has adopted a new psychology this season. He "don't" care where the ball goes. But somebody caught him biting the words off kind of sharp and "don't" believe him any more.

"ah-h-h-h!" "Dud Patte," "Dud" (two "duds") De-Honey, Gil Davis and Dr De-Weese play for money. Not just "jingling" money . . . I'm telling you . . . "folding" money . . . real money.

Can you believe it? Bob Ryland had six 7's on the second nine the other day. That's 42 blows all by itself! . . . don't know what he had on the other three holes . . . maybe 9

Linn Johnson is quite a "club toser." You know the trees between 16 and 17? I'll bet you do! Well, Linn "hauled off" and tossed his brassie right up in 'em and it stayed put. A Caddie, with squirrel tendencies, got it and now Linn wants that caddie all the time.

people tactfully that the pro is there to make sales of equipment and merchandise, both of which will add to the players' enjoyment of the game.

Each month Collins has been sending enclosures with the club bills. It costs him nothing for the postage and it's a good stunt for the club as it keeps the members aware of a valuable service at their own establishment. The enclosures cost Al \$4 for the printing and some time and mental effort in their preparation. But they pay him plenty. Now he is introducing a new note in these enclosures. He is sending out a miniature pro-shop house organ that he calls the "Al-O-Gram." This is a light weight card, printed on both sides with newsy personal items about the players and little points about his shop stock and service. He is careful to make the personal items breezy, but not fresh, and to pass around in the use of names, so no one is offended or played up as a favorite. Collins puts real sales talk into these cards and shows that he can use printers' ink to solve his selling problems.

### Prices Are Displayed

This Collins boy is a great believer in smart and bright display. He has studied out just how his shop should be arranged to attract customers and is by no means adverse to experimenting with the location of his stocks to see just what locations sell the most merchandise. When you inspect his shop picture you will see that his merchandise is plainly priced. The price tags Al figures are just about as necessary to pro shop selling as the merchandise itself. He says that a pro who reckons he can sell in his shop without having price marks on the goods is just about as far out of line as a pro who would do away with stock altogether and try to sell from pictures of the merchandise. Buyers not only want to inspect the stuff and feel it but they want to know its price in the pro shops these days, so the Kaw kid maintains.

### Learns About Apparel Sales

Four years ago Collins installed three good sized showcases and went into the apparel business at his shop. He bought caps, knickers, shoes, leather coats, etc., from the manufacturers whose stuff looked best and who had the fastest talking salesmen. It was all new to Collins and of course, he confesses, his selection of sizes, quality and quantity were far enough off to tie up all his profits in merchandise

remaining unsold at the season's end. This continued for two years with Collins doing a good volume but still missing the profit he figured he should have.

Then he made a deal with a leading retail sportswear house in Kansas City and worked out what the pros in that territory know as the Collins-Rothschild arrangement. Rothschilds put into Al's display cases a comprehensive display of seasonable and smart golf apparel and sportswear accessories. They arrange the display cases and provide Collins with display signs lettered to fit the merchandise on display. Al gets a 12% profit on all this merchandise sold at his club and also gets 12% on the profits made by Rothschilds in their golf department and charged to Al's account. Such sales often run \$50 to \$70 to individuals. The store's stock at the pro shop inventories about \$600 and the pro doesn't own it so he has no money invested, letter writing, back-ordering or worry on this delicate business.

The store name appears only in a minor way at the pro shop—mainly in labels—as it is entirely right that the pro name be kept before the members as the one responsible primarily for their satisfaction with the purchases.

### Members Reward Pro Vet with Automobile

**F**RANK REFNER, for 17 years pro at the Hillside (Mich.) C. C., got a substantial evidence of appreciation of his long and valuable service when the club members presented him with an automobile.

At the conclusion of a day's play a group of the members gathered in front of the clubhouse and turned over to Frank the automobile that was complete to the license plates. Nicely turned tributes were paid to the Hillside veteran by the members during the presentation ceremony.

In commenting on the reward, Refner passed along to GOLFDOM a little verse that's worth printing as part of a club department head policy. Refner quoted:

"Taint what we have,  
But what we give;  
Taint what we are,  
But how we live;  
Taint what we do,  
But how we do it  
That makes this life  
Worth going thru it."