

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

FRANK 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."