

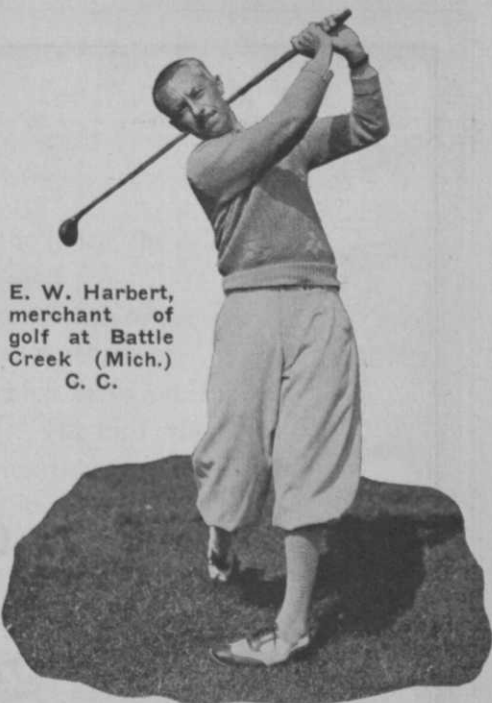
Harbert's Policy,

"I've got it, or
I'll get it quick"

Makes Pro-Shop Buying a Habit

By HERB GRAFFIS

HARBERT'S TALE is a tonic for that tired feeling that some of the boys are inclined to get when they think of pro shop merchandising. This wiry little guy Harbert is the pro at the Battle Creek (Mich.) C. C. and in addition to being one of those alert and active lads who makes a good profit during the summer by super-service to his players, is one of the rare ones who makes money out of a winter golf school in a city of 45,000 population.



E. W. Harbert,
merchant of
golf at Battle
Creek (Mich.)
C. C.

The ads for the Battle Creek health foods have featured the slogan, "there's a reason," and the same phrase applies to Harbert's pro merchandising success. The fellow is thorough. For instance, on women's day at his club, Harbert has displayed in his shop common pins, safety pins, needles and thread for the convenience of the women. Those items are for free use, but Harbert also has prominently displayed these days some special merchandise at bargain prices for women.

Some of the other fellows don't think that far into the details and then wonder why they are not cashing in on the golden avalanche of women's business that is hiking the golf goods sales of competitive stores.

Another shining example of Harbert's far-thinking methods is in the location of a Western Union telegraph agency at his shop. Many of the players at the Battle Creek club are visiting big business men who are getting in a few rounds while they are taking treatment at the Battle Creek sanitarium. These men appreciate the wire service and the novelty and value of telegraph facilities at a pro shop. Harbert even has a good supply of change in his cash register so the members who have to pay off on their excessive con-



Harbert's winter school has smart window trim to get holiday and traveler business during the "off-season."



Front part of Battle Creek shop gives players inviting introduction to balls and accessories.

fidence in their games can give down painlessly and quickly without having to chase all over the clubhouse for dimes, quarters and halves.

A Players' Service Station

The Battle Creek players can get about everything they want for their games at Harbert's shop. He is an expert buyer, picking only foremost brands and watching his inventory so he doesn't get stuck with slow moving merchandise or lose present and future sales by being out of stock.

Here is a list of the merchandise in the Battle Creek pro shop:

Clubs—Men's, women's and children's (domestic, imported and bench made).
All standard makes of golf balls.
Bags—Men's and women's.
Carry-all bags—Men's and women's.
Sweaters.
Sweater and hose sets.
Hosiery—Men's and women's.
Garters.
Tees.
Shoe trees.
Shoe horns.
Gloves—Men's and women's.
Belts.

Neckties.
Shirts.
Sports underwear.
Rubber sandals.
Rubber play balls.
Knickers.
Locker tidies.
Tee holders.
Practice ball bags.
Leather coats—Men's and women's.
Rain jackets.
Rain capes.
Wool coats.
Bathing caps and shoes.

Shoes are handled by special order. Harbert handles Wanamaker's Tournament, Sportoccasin and French, Shriner and Urner lines.

Knickers, sweaters and hosiery are handled on consignment by Harbert and he gets 20 per cent profit on these items as sold. Neckware and shirts he buys outright, getting standard, high grade brands with moderate prices. There's good psychology in this, as Harbert's customers learn from their previous acquaintance with the standard brand advertising, that the pro shop prices and merchandise are right.



Note how Harbert has matched sets displayed so any prospect can handle any club easily. Bags are out for inspection, too.

Little points that frequently are overlooked give Harbert a chance to make a favorable impression on his customers. With each set of wood clubs sold he gives, free, covers for the heads. When iron sets are sold he gives tee holders as premiums.

Club cleaning charge for the season is \$10 at Battle Creek. Minor repairs are free. The club cleaning includes polishing shafts and heads and cleaning faces of wood clubs. Heads are varnished, if advisable, and shafts are lacquered. The lacquering is done with an air spray, Harbert having found spray work much neater than that done with a brush.

Busy in Club's Behalf

Instruction and sales are only part of Harbert's many duties at the club, but he finds time to do each of his jobs well. He has at least one assistant in the shop all the time. He is chairman of the club's handicap committee and has an active part in conducting the men's and women's tournaments at the club. In these events he assists in matching, scoring and making decisions according to the rules of the game.

Harbert also has charge of the locker-room at the club, buying and supervising all operations in this department. He sees to it that toilet accessories, playing cards, tally sheets, and deft service are

supplied to all of the members and guests.

With a background of twenty years in pro golf Harbert today rates as one of the prize examples of a good pro who hasn't found it necessary to get at a big and well-to-do metropolitan district club in order to make a good income out of professional golf. He is a substantial asset to his club and because he's always thinking about the club first the able gent has no worry about his stand-in and the peril of club politics. When you get down to summarizing pro policy, Harbert's is hard to beat. He says: "I think a pro ought to always be trying to run his shop exactly like he'd want it run if he were a member." That's not a bad thought to leave with the bright boys who are figuring constantly on how they can make themselves worth more money to, and at, their clubs.

NO MATTER how rushed the greens-staff may be, it doesn't take long to pick up loose paper, sticks, rubbish, etc. Workmen should never overlook a chance to improve the tidiness of the grounds.

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