



In Wilson's display cases is an apparel inventory that does business, but that could be afforded only by the Burlington plan

Tie-up With Local Merchants Puts Pro in Apparel Business

PROS AT THE clubs in smaller cities often have had an idea that they could do fairly well in the merchandising of apparel through their shops. Some of them do a lot of studying about what their trade requires and order some good stocks only to get in a jam because some member of the club who is in the haberdashery business resents the pro cutting in on downtown sales.

How to keep on the right side of the member under such circumstances and still furnish the merchandise and service that can be so profitably supplied, has been a problem to many of the fellows. The right answer to the situation seems to be supplied by Dan Wilson, pro at the Burlington (Vt.) C. C. Dan has a stock of wearing apparel that for extent, character and service value to the members is most unusual. It should be, for Wilson's shop has apparel from the three best men's wear stores in the city. Owners of all three stores belong to Dan's club and they put in the stocks.

The stocks are changed every month, sometimes oftener, and insurance is car-

ried by the owners. Sweater sets, hosiery, knickers, ties, shirts, underwear, caps, handkerchiefs, etc., are supplied and the merchants furnish Wilson with display cases, advertising material and price cards. When any sizes are not in stock a telephone call to any of the merchants brings the goods quickly.

Dan gets a good percentage of the profit on this selling and it's a profitable venture for the merchants as it displays their merchandise where it is seen and bought by the people who establish the fashions for the community. At the end of the season Wilson returns the unsold goods to the merchants and gets his consignment account squared. The suppliers of the goods keep a watch on how the merchandise is moving so they won't get stuck with a quantity of unsold goods. The enterprise not only has the merit of making some money for all concerned, but it is first class, close-up education in retailing for the pro. The deal amounts to extending the display facilities of the co-operating merchants to the pro shops and gives them what amounts to just that much more

show-window advertising space. The service value to the members of the club is hard to estimate as their emergency buying requirements are met with standard priced, known merchandise from the established and reliable shops of the community.

Chance to Serve Women

Such deals are being worked out satisfactorily in many of the metropolitan districts between the pros and some big stores, but so far as GOLFDOM has been able to learn, not more than a dozen pros in the smaller cities have made such arrangements. Wilson harbors the hunch that eventually some service along this line might be developed for women members, although the globe-trotting shopping habits of women are such that the pro shop selling probably would be confined only to exclusive merchandise, probably of a novelty character.

One of the strong points of the deal is the amount of stock that it permits Wilson to display in his shop. To handle apparel business successfully requires an expert selection of merchandise and plenty of stock. The pro or merchant can't afford to have too much money tied up in slow-moving stock, but with the merchants' close watch, such as is maintained in the Burlington operation, it doesn't take long to find out just what sort of stock is right for the pro shop.

Wilson, by the way, is another one of the fellows who conducts group lessons for the youngsters at his club. Each Saturday from 11 a. m. until noon, Dan gets the kids out and gives them a class lesson free. The kids go for it strong.

Greenkeeper as Poet Tells of Perfect Day Dream

WILL SMITH, course superintendent for the Red Run (Detroit district) G. C. recently contributed "An Ode to Us Greenkeepers" as a feature of "Out of the Bag," the club's journal.

Smith makes no claim of his poem's meter being as smooth as a Red Run green, but he does maintain that the literary effort presents the mirror to nature.

Here are his lines:

Sometimes weeds, sometimes worms, and
sometimes it's the weather;
Sometimes, gol darn 'em, they all come
together.

Sometimes it's golfers who've had a bad
week,

Who try to play golf when they should
take a sleep.

Sometimes it's the water that comes with
a rush,

That turns the nice turf to a terrible mush.
Sometimes it's weeds that come overnight,
Golfers then say "What a terrible plight
For the bird that's supposed to have this
green right."

Then the dear little worms that come with
the dew

Make the greensmen use language that
turns the air blue.

Sometimes it's frost that comes late in
May

When good old summer should be here to
stay.

Sometimes it's the wind that blows like
Sam Hill,

That puts the devil himself in that little
old pill.

Then one fine day the weather, it's right,
The course is just lovely; a wonderful
sight,

The golfer feels fine as the sun it shines
bright,

He can't miss a shot, though try as he
might.

Then someone sings out: "Bill, the course
is O. K.,"

The greenskeepers' dream of a perfect
day.

Vulcan Pro Shop Hanger Takes Member's Tip

STATEMENTS MADE by Freeman T. Eagleson, Columbus attorney and club member, who told the P. G. A. business conference the pros would get more business if the members realized the pros' position and service, continue to have an effect on pro merchandising policy. The most recent happy reflection of Eagleson's comment is in an attractive display sign the Vulcan Golf Co. supplies to pro shops. This display card reads:

TO THE MEMBERS

So long as golf remains a gentleman's game, loyalty to your golf professional is requisite to good sportsmanship. His counsel helps to lower your score. He works hard to make your game more enjoyable. His knowledge of the proper equipment to suit your individual play is valuable knowledge. Let him outfit you correctly. He is always on the job to serve you with an economy that goes deeper than bargain price.