

Weather Forecast, Not Calendar, Is Pro Tip-off to Sales

By HERB GRAFFIS

APRIL SHOWERS, which are O. K. for the poets and the greenkeepers, dampened the spirits and the business of a lot of the pros this year and interfered sadly with pro plans to open early and push hard for sales that would mock the depression talk.

Not that there was an excess of April showers for in a number of places a deficiency in normal April rainfall was registered. In Chicago, for instance, April, 1932, showed a deficiency of 2.2 in., as compared with normal for the month. Precipitation deficiency in New York was .54 in. But what washes out the boys in this business of selling golf clubs and balls are the week-end showers; in almost every major golf center east of the Rockies and north of the Mason-Dixon line only one warm, sunshiny week-end was recorded up to the middle of May.

Temperature statistics from the government weather bureaus also are interesting in connection with an attempt to dope out golf goods sales on a weather basis. St. Louis was the only one of the 7 districts to show April, 1932, temperature, above normal. When it is considered that normal temperatures involve some wide ranges of high and low, a difference less than a degree is a plain indication that there has been bad golf weather in any vicinity.

Pros who study the effect of weather on their sales will find interesting government figures tabulated on this page.

Note that in only one instance, that of Boston, is the wettest month of the year one which is out of the active golf season. Whether the pros generally realize it or not, they are in a business somewhat akin to the circus business—if the weather is bad the folks don't come to town, even in these days of hard highways and stalwart Model T's that are still chugging along.

Managers Watch Weather

Managers who have the serious problem of buying perishable food for week-end business usually are pretty close students of weather conditions. Many of the pros still have to form the habit of looking at the weather forecasts when they are planning special events or sales. A smart guy who sees rain forecast can check his stock of raincoats and be ready to snap out with a sign and a feature display of his raincoat stock to catch business. Rubber shoes, wood club covers, grip wax, umbrellas and even inexpensive knickers or slacks and gloves will pick up many a stray sale when they are spotted to take advantage of the threatening weather.

As a matter of fact, discouraging weather can be overcome to a degree by foresighted thought and action on the part of the pro and club officials. One of the interesting little facts GOLFDOM ran across some time ago was the play figures at the distinguished St. Andrews G. C., patriarch of the New York district. Play for November, 1931, fell off only about 3%

	April Temperature		April Rainfall	Wettest Month
	Average	1932	Aver. Inches	Aver. Inches
Cleveland	46.3	44	2.48	July 3.55
New York	49	48	2.23
Pittsburgh	50.8	48.9	2.97	July ... 4.18
Chicago	46.9	46.4	2.78	May ... 3.54
Philadelphia	53.2	52	3.05	August .. 4.62
Boston	50.2	47.4	3.51	March .. 3.71
Minneapolis	46	2.15	June ... 4.39
St. Louis.....	57.3	58	3.81	May 4.34

from that of August. There is more fall and winter golf played in the New York district than in any other of the northern districts but there seems to be no reason why this condition shouldn't be extended, much to the profit of the pros and maintenance of club interest.

Money in Winter

The other day we were talking to that doughty Scot, Soutar, who is assistant to Bert Way at Mayfield in the Cleveland district. Soutar said that he was out at the club almost every day last winter and picked up considerably more money instructing the snowbirds than a fellow would average at an indoor school. Developments in course maintenance practice that protect against possible damage from winter play also are helping to extend the season and make the pro less the victim of unfavorable weather conditions and a short season.

Some of the best weather of last year in the Chicago district occurred during October and November, but the habit of folding up shortly after Labor Day kept a lot of the clubs and pros from capitalizing. The Chicago district with a championship football team at Northwestern and Soldiers Field football attractions, together with fall race meetings, has plenty of competition for autumn week-end golf. Last year, however, the football and race crowds slumped decidedly while golf courses were drawing mid-summer play. Many of the boys were unable to supply week-end demand for balls and awakened just late enough to get stuck with some of their eleventh hour rush orders.

Watching the weather forecasts instead of the calendar will tip off many of the fellows to some business that's been missed.

Letter Adds 70 Sets to Pro's Cleaning List

THERE'S PLENTY of business if you go after it. Witness this letter, which was sent out by Wolf C. Rimann, pro at South Ridge C. C. (Kansas City distr.), on March 26:

Dear Member:

Having your clubs cleaned is just like having your clothes pressed,—not only a matter of pride,—but of economy as well.

Here is an early season reminder of my Club Cleaning Service. Actually, this service will save you many times its cost. Clubs

always in tip-top shape, shining clubs,—always well polished—whippings well wrapped,—heads glued tight. You don't need to tell me that this or that club needs a little attention. I'll discover it and fix it.

The cost of this service is only \$1.00 per month, or \$1.50 for man and wife, which includes cleaning, buffing, and all minor repairs.

Keeping your clubs in good shape is really an economy:—they last longer and you actually play better golf with them,—but in addition to this the mental stimulus of knowing that the clubs are in good condition adds extra confidence to your game.

So that you can conveniently sign up for Club Cleaning Service, am enclosing a self-addressed and stamped postal card;—all you have to do is sign the card and return to me,—I'll do the rest—and every time you step up to the first tee you can do so with the assurance that your clubs are nice and clean and all ready to help you play a good game.

There's no time like the present, so sign and return the enclosed card to me today.

Yours for a good season.

Cordially,

As a result of this letter, Rimann added 70 sets to his club cleaning list for 1932, which speaks volumes for the letter's pulling power. And since club-cleaning can always be put on a monthly basis, there is still plenty of time for pros everywhere to get out a similar letter to their membership.

WHITE SCORES 62-STROKE ROUND WITH "PRO ROYAL"

Providence, R. I.—U. S. Rubber Co. calls attention to the record-smashing round of Orville White, pro at Westborough C. C. (St. Louis distr.), who on May 8 scored a 62 for 18 holes over his home course. U. S. says:

"Orville White, pro at Westborough C. C., St. Louis, scored a record-breaking 62 over Westborough's 18-hole course, which measures 6,340 yards, on May 8, 1932.

"His putting was deadly, and his woods were sensational. On the fifth, a 581 yard hole, he was hole high in two. He drove the green, 331 yards away, on the ninth; and drove the 266 yard seventeenth. Every inch of this marvelous round of 62 was played with a 'Pro Royal.'

"The previous record of 66 was made by Abe Mitchell, in a match against Walter Hagen, played in 1918. This wonderful score gives us every right to say that the 'Pro Royal' is the best ball for the better-than-average golfer."