

vantageous position to pitch in and win back the merchandising market which downtown competition has been "selling short." The pro can do it because he can offer what the dealer cannot. I'll mention a few ways:

1—*Know your members.* Spend more time with the dubs. If they have "stage fright" when you are around, get friendly and overcome it. Make a friend of the stranger and a customer of the friend. Don't play too often with the same clique. Play the membership list as often as you can. The better you know the players at your course the harder it will be for them to buy elsewhere.

2—*Shop service.* Furnish a type of shop service that is so good your members can't help but notice and comment on it. Never let them forget that it is their club and that you are *their* pro. Appeal to their loyalty. Loyalty is an old-fashioned virtue but it is still in vogue.

3—*Lessen competition* by absolutely refusing to stock the clubs of any manufacturer whose clubs are being constantly sold elsewhere at slaughtered prices. Don't be afraid to write a manufacturer if you think you are getting a raw deal. That will do you lots more good than airing ill will and all your troubles weeks or months later at a district tournament.

4—*Sell through the eye.* Keep a neat looking shop and put up plenty of signs. Use home-made signs for "Specials," keep your racks in attractive shape, label prices plainly and post a placard to the effect that you stand back of what you sell and that service just begins when the sale of goods ends. These things will make selling easier, will stimulate a desire to own, will win confidence in your favor.

5—*Do not be misled any longer by the cry for price buying.* Have nerve to stock quality merchandise and you can sell it. The in-born desire for quality goods is coming to the front again with a vengeance. Be ahead of the others in your community to sense that desire. The American consumer is still basically a distinctly sterling article. He likes to buy where the standards are highest. Men and women like to have you over estimate their incomes and spending capacities—if you do it tactfully. They will try to live up to what you take them to be.

6—*Be the golf "doctor" at your club, but be sure to feel your members' pulses, not*

*your own.* Stock and sell what you feel sure will suit *their* needs. Too many pros are loading up with equipment which fit their game but which do not fit their customers. Don't be afraid to have honest opinions and express them about the type of equipment a member needs. Without being a kibitzer you, because you have the knowledge your competitors haven't, can have your say and give your reasons. The take-it-or-leave-it attitude has sent many a prospective customer in to call on some frizzled headed clerk who never saw a golf green but who will tell him that "Woozit" clubs are just like the ones Bobby Jones uses. And the clerk makes a sale that you should have had.

7—*Develop the women's and youngster's markets every day.* They will both be big money makers. Also it might be well to give more attention to occasional group lessons for men, women and children. Perhaps one out of five of these lessons could be given free. You are the exponents of the only sport that is enjoyed by both sexes from age six to the 90's. Why not make a few suggestions to parents that their children learn golf.

8—*Keep close in touch with new developments in equipment.* These are constantly being brought to the attention of the golfing public. Your club membership has the right to expect you to investigate new products, try them out, recommend them if they are good and reject them if they fail to make the grade.

"BUY IT WHOLESALE" is misery to all American retailers. So the pros have no reason to think they are the worst sufferers. A. E. Ward, Kansas pro, tells how far this wholesale buying evil reaches, in reciting the case of a salesman asking him what sporting goods store in town was run by Mr. X. Ward replied that X was not in the sporting goods business, being in a line just about as far removed as one could imagine.

X had written in for quantity prices, intended to buy for himself and a few friends, alleging he was a dealer. Ward suggests that the manufacturers make closer investigation of these inquiries from unknown parties and thus give the pros and other retailers the protection due them and which is necessary for the maintenance of manufacturers' legitimate distribution channels.