

be exchanged in Spring if not entirely satisfactory. Second, that they can have plenty of time to pay me. They may be burdened down with expense and this often turns the trick.

I offer to deliver and in the case of sweaters, for example, bring a selection to the house at her convenience.

In the December 1st statements a small enclosure is good, although so early it is not promptly effective. However, it paves the way for your follow-up. Those I have used in the past are merely an announcement that I am "open for business." The leading manufacturers also have some little booklets that can be included but I doubt that many of them are worth the expense of a special mailing.

Phoning is tedious work and will take about six hours a day for about ten days (my membership is 350) but I figure it is "velvet" for then I haven't many club duties anyway.

There are, of course, many other angles to be worked. For instance, most of my members employ a number of people. These employees usually buy the "boss" something for Christmas. I have made more than one sale running up to \$100 through this source.

I am strong for the Christmas Sales idea. I have had assistants argue that it seems useless to do all this extra work when we will sell them in Spring anyway. However, unfortunately, I do not know most of the members' non-golfing wives and it certainly gave me a headache to see the new bags, etc., in Spring that were Christmas presents I didn't sell.

"TRADE-INS PAY",

Member Service Policies
Build Market for
Spencer Murphy

SPENCER MURPHY, pro at Glen Oaks G. & C. C., Great Neck, L. I., made 1933 a highly successful year despite generally adverse conditions. Murphy attributes the greater part of his sales success this year to his "trade in allowance" policy which permitted members to turn in used sets of clubs in part payment for new sets.

Spencer, like other wise pros, applies this policy only after he has made rather definite arrangements to sell any sets accepted in trade-ins and has been able to make all-around satisfactory appraisals of the sets offered as allowances.

COULD YOU USE AN EXTRA HUNDRED DOLLARS?

No, we are not running a correspondence school—we are not going to try to tell you just how you can become a financial success. We don't know whether you would make a success as a moving picture scenario writer and we don't care, but we do know this—that there has been a keen and intense interest in a number of golf items which Wilson has brought out at the tail end of the season: Ogg-mented irons, Ogg-mented woods, flexible shafts and the already famous thin-cover Hol-Hi golf ball.

We know this interest is at white heat. We also know that last year with items of lesser acceptance, many professionals through direct mail campaigns, personal telephone calls and even in some cases house to house solicitations of their members, found a very ready market for additional sales at Christmas time.

We suggest that it would be a smart idea for you to hook up this idea with this ready acceptance of the new Wilson items and cash in on it to your own profit this Christmas. We will help you in any way possible. If you want Wilson to assist you in arranging a special letter, just say the word. If you want to hear how some of the boys succeeded last year and what their methods were, we'll slip you the dope on request.

The whole thing is a natural. Why don't you nail it by making arrangements at once?

Wilson-Western Sporting Goods Co.

New York—Chicago—Los Angeles—San Francisco—Detroit
Portland, Ore.—Minneapolis—St. Paul—Kansas City
St. Louis—Des Moines—Cincinnati—Pittsburgh—Miami
Charlotte, N. C.—Houston—Dallas

We Have a Definite Plan for You—
Why Don't You Nail It Today?

WILSON-WESTERN SPORTING GOODS CO.

2037 Powell Ave., Dept. 2, Chicago, Ill.

Please send me by return mail the Ogg-mented Christmas Sales Plan and tell me how to work it.

Name-----

Club-----

Address-----

City-----

Sales that otherwise never would have been made have come into Murphy's shop abundantly as a result of this trade-in policy. The best part of the deal is that it is highly pleasing to the members—so much so that you'll probably find a greater percentage of Glen Oak members carrying 1933 clubs than can be seen at any other club in the country.

The keynote of all of Murphy's selling is cooperation with the members. As a result of this cooperation many of the Glen Oak guests have bought clubs Murphy secured on trade-ins. These guests, quite a few of whom are not regular golfers, like to have a set at their disposal and jump at the chance to pick up one of the Glen Oaks trade-in sets.

Murphy has another policy that other pros could successfully adopt. It is "Try Before Acceptance." This absolutely stops downtown competition. Glen Oak members, so it has been noted by pros and salesmen in the New York district, probably buy a higher percentage of their golf requirements at the club than do the members of any other club in the metropolitan territory. A Glen Oaks member can try out several sets of clubs before finally deciding what make, weight, length and even type and thickness of grip is most suitable for him or her. No store could possibly give such service, which is further emphasized by Murphy's expert advice in the selection of clubs. The service is appreciated by the members. Such a policy might be criticized by some pros who would argue that clubs might get marked during the trials. It doesn't work out that way in actual performance. No club that has been used for a trial round can be told from an unused implement after the Murphy shop men remove the stains of play.

The silver-haired Murphy man has the belief that from all reports these days the cheapest thing around a pro shop is time when the pro isn't doing anything. So he figures, "why not give my members the benefit of this time and reduce the lesson rate so I'll get a number of moderately priced lessons per day at a total income far above that of a few high priced lessons." Murphy and his staff don't sit around waiting for lessons to come in. Rates for lessons "by the course" have been made so attractive that Spencer and both his assistants rejoice at a chance to sit down and rest at sunset.

Ball sales at Glen Oaks during 1933 surpassed even Murphy's bright expectations. He installed members' ball cabinets

described in an earlier issue of GOLF'DOM this year. These cabinets are prominently displayed in the pro shop. They have a capacity of 168 dozen balls.

Murphy sums up the advantage of this method of handling balls:

1. Selling by the dozen enables the assistants to have a supply of balls in the member's box, stamped—free of charge—with the member's name.

2. Considerable time is saved by the member as he merely rushes into the shop where the shop assistant awaits him with the member's already-purchased-and-signed-for dozen balls, eliminating the congestion around the golf ball case when the charge book has to be signed.

3. Bookkeeping is lessened considerably as will be appreciated by anyone who sells balls in small quantities, overlooking a charge is hardly possible as the member's box of balls in the cabinet is a double-check for the pro.

4. On seeing a good supply of balls in the box a member instinctively helps himself very liberally to same; therein lies the pay-off for the pro.

5. An empty box in the cabinet is a salesman in itself as it indicates that Mr. So-and-So is again in the market for a fresh supply.

6. A member's clubs leaving the shop for play elsewhere do not leave without being accompanied by a supply of balls from his stock in the cabinet.

7. To fulfill the purposes of this cabinet system all wrappers have been removed in the shop; consequently the green-committee is pleased with the absence of the usual unsightly golf ball containers and wrappers around the course.

At the foundation of Murphy's successful policies is his principle that "the Glen Oaks shop isn't my shop, it's our shop." In very few shops in the country have the members taken such interest and pride in the modern, thoughtful and thorough methods of member-service in use at this shop. Naturally Murphy is on the alert to anticipate the wishes of his members so there is a very wholesome competition Members vs. Murphy to see who can be first with new ideas for pro shop betterment.

The outcome has been to arouse the interest and admiration of many pros in the New York district so they go around boosting the way Glen Oaks does things, which always is a beneficial factor in extending the reputation of an admittedly No. 1 class club.