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Pro Arranges for Style Show As Women Golfers' Magnet

By CARL HORN

BUSINESS in the pro shop at the Olympia Fields CC (Chicago district) is running five times ahead of the volume of last year.

New members had something to do with that increase, of course. But work of the department heads and officials had a big part, too.

Every day at 5 p. m., in Olympia Fields' locker room there is tacked up a report on the number of players. It shows: number of players on each of the club's four courses (divided as to members and guests); the total to date and the gain to date for the season. There also is a part of the report for "loss to date" but it hasn't been used.

That smart stunt has made the members interested in breaking records. The idea located one point that invariably gets Americans co-operating. It's an idea that other clubs might well adopt.

GOLFDOM is not especially anxious to run a bunch of stories about what Olympia Fields is doing this year because the readers may get tired of seeing "Olympia Fields," "Olympia Fields," "Olympia Fields" in these columns but what are you going to do when Schweitzer, Glynn and Fred Kruger keep the house, pro department and course lively as news sources?

What Interests Women

The latest hot one to be pulled by Jerry Glynn, Olympia Field's pro, is a natural for the pros who want to keep women's

golf interest blazing. Glynn is at Sea Breeze, Fla., in the winter and there during the last Florida season he observed how keen women were to see what was new in women's golfing apparel. He investigated further and found that the Sea Breeze women visitors were greatly interested in picking up fashion hints so they would have them ahead of their playmates when they returned north.

This set the smart Irish boy thinking. The outcome was that several weeks ago the women's entertainment committee of Olympia Fields sent out to all women members the following message:

The Women's Entertainment Committee, through Mr. Jerry Glynn, takes pleasure in announcing a style show featuring sports wear comprised of both active and spectator sports apparel in authentic styles. Through great effort Mr. Glynn has been able to present a line, and you will recognize immediately the opportunity of buying the very finest sports wear at pleasing prices.

The way this thing is working out for Glynn makes it look like he has presented the pros with a money-making idea that should earn for him their gratitude. The club is delighted with the Glynn idea because it brings out many women—which doesn't make Jerry mad because the more women there are, the better are his chances of stirring up more women's busi-

ness in the pro shop. And the women... well, the tip-off as to how they like it is that many of them are bringing guests and attendance increases at each successive presentation of the style show.

Here's what Glynn has to say about how the plan is working:

Style Show Plan

"I worked on the dress shop outfit for about six weeks and finally got them to agree to my proposition. I wanted a real line of sportswear at the right price—wanted them to finance the undertaking—supply live models—supply salesgirl, fitter, etc.—in fact, do everything and share the profits. My arguments were that I had the idea, the customers would create the demand, supply a field for them to get the business direct from the ladies and extend the reputation of the dress shop. So far everything has been perfect. We had the first style show—six models and about fifty garments. It was a success from the first day. I made a good profit, so did the dress people.

"Then we agreed that this salesgirl would come out each Thursday (Ladies' Day) from 10 to 4:30 and bring at least 25 garments—always different. The first Thursday was quite profitable and every other Thursday has been good, too.

"This salesgirl has access to new stuff each week because her dad owns the place. She has her tape-line so she can measure them up like tailor-made and deliver them the following Thursday. You know if a girl buys at a shop in town, the alterations often cost as much as the garment. The price is 50% mark-up which is a lot less than any dress shop.

"All of our women are very enthusiastic about the idea and it has even increased our Ladies' Day play, as they come out to see the dresses along with playing.

"I think I am first with this plan—at least I never heard of it before. True enough, I have a fair field to work on, but I still think it could be worked any place—all the boys have to do is scout a good dress shop and sell them a bill—and make them work with you.

Clothes Outsell Clubs

"These women buy clothes a lot easier than they do clubs. With the set-up I have I can't see failure—I keep interest in it lively during the week and this girl knocks it home on Thursdays.

"They are working up their fall line now, which we will spring some time in July—

so it is not like buying a set of clubs and being set for a couple of years—it almost makes you think a fellow should have two sets of clubs—one for warm weather and one for colder weather—like the boys going to the British always take heavier clubs to balance with the invigorating weather."

Fred Smith Edits Newsy Managers' Bulletin

FRED SMITH, secretary of the Club Managers Association of America, 40 S. Third St., Columbus, O., is sending a helpful and interesting bulletin to each member of the association.

Among the "nuggets" in the first issue of this bulletin are the following:

WINE SALES—Many clubs have found it helps sales by using half bottles of wine...rather than make the members purchase full bottles...others include certain wines with the dinner.

COCKTAIL APPETIZERS—Many managers are increasing the sale of drinks with meals by placing an extra slip on top of the menu, advising that certain cocktails such as Manhattans or Martinis, etc...will improve one's appetite. Some managers change the special drink offered each week. Try it...it does increase sales.

AUXILIARY BAR—A club that has its bar on one floor and the dining room on another—for nights of big parties such as dances without food service, converts its steam table (without steam) into a bar counter using the Bain-Maries for ice and making several working stations.

BADMINTON—A country club manager tells us that badminton is fast becoming a popular sport among the members of his club. The novelty of putting up a net and giving four of the young folks rackets so that they might play a game on a temporary court in front of the clubhouse has brought some new interest into the club. When your secretary tried it he found that it is not so easy to hit the light shuttlecock...and that it is plenty of exercise.

LARRY STRILEY, pro at Penobscot CC, always figuring on something to keep the members interested and happy, has a birdie tournament. Prizes are turkeys and chickens. Larry planned to have his tournament with turkeys as prizes just before last Thanksgiving day but the weather beat him.