



Sayers' shop at Merion Cricket is sunny and there's lots of room for golfers to browse around.

Sayers, Genius in Golf Selling, Works on Simple Policy

By HERB GRAFFIS

ADMITTEDLY GEORGE SAYERS of Merion Cricket club is one of the foremost business men pros in the country. However, until the National Open was held at Merion and pros from all over the country had an opportunity to get a close-up of George's operations a lot of the fellows didn't realize what a great business man this Sayers is.

Sayers seldom has a member of this large club buying golf goods any place but at his shop. There are two reasons for this, the first being that George and his assistants keep a close watch on their members' requirements and helpfully and tactfully suggest what the player wants. The second reason is that Sayers gives the Merion members a constant demonstration that he knows clubs far better than any downtown retailer could.

The Merion man, although one of the biggest buyers and most active pushers of

factory-made clubs in the country, also does plenty of club-making on his own. His workshop is in full view from his display room and that tips off the members that the fellows around Sayers' place must know clubs because they know how to make them. This bench-made club business with master craftsmen prices on clubs also helps to trade-up the members, with the result that Sayers' business on the better grade of factory clubs always is brisk. He has in stock about 3,000 iron and wood heads of his own models. Much of the club making equipment he and his men use is of his own design. His clubs are made to 17 specifications and complete records on each club he makes and sells are kept in a card index cabinet in his office. Sayers sends his own bench-made clubs to purchasers in England and Japan.

Sayers figures that Merion's players spend far more time in the neighborhood

of the pro-shop while their golf interest is keen than they do in the vicinity of other retail outlets. So with that as a starting point George figures if he can't get the members interested in buying it is his own fault. When he misses out on a sale he studies the case because he may learn something from it, instead of bellyaching because the member bought elsewhere. When a successful old-timer like George dopes it out that he always can learn, it ought to have some significance for younger pros.

An indication of the extent and character of Sayers' business is the \$1,000 cash register that occupies a prominent place in his shop. It is a specially made job on which there are keys for balls, woods, irons, miscellaneous merchandise, sweaters and hosiery, lessons and playing, repairs, cleaning, paid out, Merion Cricket club charges, cash, outside charges, and no sale. He keeps records on everything.

This record keeping policy applies to the members' handicaps which are kept by the graphic system. George and his boys take the scorecards from the players and keep this chart up to the minute because they have found that such a record keeps the players coming in for a look. When they are in the shop on a looking expedition they are liable to look around and see something that they need on display.

George also makes a feature of a "mograph," a little book in which there are 80 pictures of the member swinging. He sells this book for \$10.

The Merion pro is emphatic in his conviction that competent instruction is the basis of a successful pro business. He maintains that the pro is not qualified to make proper recommendations on clubs unless he is pretty well acquainted with the player's game. George carries out this policy in making clubs when the member wants bench-made equipment, even to the extent of testing with several clubs in actual play by the member until Sayers is satisfied concerning the exact specifications.

Being so much of a club-making and club-fitting genius, Sayers naturally is firm in his belief that if the pros make the most of their club knowledge and get the story of their mastery of this field over to their members, they need never have any fear of members buying down town at any price. He reminds other pros that numerous cases of serious misfitting of clubs purchased at cut prices can be pointed out

and in each such instance the player's enjoyment of the game is reduced far more than the saving in first cost meant to the purchaser.

Being referred to as a golf merchandising genius probably will stir a rebuking snort out of the modest Sayers. The most he claims to be is careful and thorough; but after all, that's about all genius is if you subscribe to that old definition about genius being the capacity for taking infinite pains.

Annual PGA Meeting to Be Held at Chicago, November 20-22

THE 1934 ANNUAL meeting of the PGA to be held at Morrison Hotel, Chicago, November 20, 21, 22, winds up one of the most active years the PGA has had and finds the pros at last in undisputed command of the golf goods merchandising situation.

This year, as in all previous years, the boys unquestionably will have plenty of loads that they want to get off of their chests at the meeting and are advised to acquaint their sectional delegates with their ideas in full detail and in plenty of time to get action at the Chicago conclave.

George Jacobus, vigorous president of the association, and his comrades in the official line-up of the national association already are going through their year's correspondence, selecting subjects that are to be presented for discussion at the meeting.

The association is in the best membership condition it has enjoyed since its start. The reduction of dues made possible by the financing of the association's expenses through the PGA ball deal with the manufacturers did a great deal toward making the benefits of the association widely available at low cost and has been responsible for putting the association in excellent financial condition.

Jacobus earnestly invites any of the fellows who have some idea or complaint that they want brought up at the national meeting to immediately acquaint their sectional delegates with their thoughts.

A golf pro named Ropp
Was proud that his shop
Every need of his members supplied,
"Whether club, bag or ball
I can outfit them all
Through the ads in your paper," he cried.

Meaning that by purchasing lines advertised in GOLFDOM, he knew he was stocking up-to-date, quality merchandise . . . and his sales proved it.