

However, he has a broad stock of leading brands and a thorough price range in clubs and balls. He makes a strong point in his sales talk on the volume he does assuring him the best the manufacturers have to offer. He also makes it plain that each club coming into his shop is personally, expertly inspected. He gives the customers "the works" on that line to the effect that they are sure when they buy from Montessoro and may be taking a chance when they buy from stores, where golf is just one of many lines.

On the golf bag business Bert does very well. He shows and explains the difference between bags. He shows them a good bag that he has had 17 years and compares it with some of the cheap and worn bags that members have fallen for. He points out the differences in leather, stitching and design and ends up with the clincher, "I'll give you this good bag if you can point out any detail where a cheap bag is anyway near as good."

Shop Looks Like Business

With all the stock Montessoro has there is a tendency to cram the shop so full of merchandise it would look like a warehouse instead of a shop. He avoids this by arranging his displays with the idea of featuring a wide variety of brands and prices so his prospective customers realize they can get anything they want. The shop is well lighted and it is kept as clean as a hospital operating room.

Displays are changed frequently so the shop visitors don't get accustomed to seeing the same old stuff but expect to see something fresh and new.

The thing that stands out about Montessoro's success for and at the South Side club is that it is no accident. It is the result of thought and work that Bert previously proved were along the right lines. Prior to coming to Decatur he was at Oregon, Ill. for four years. Oregon is a town of only 2,000 people. When Bert went on that job the club had only a few members. When he left it had 210 members and he had sold 210 sets of woods and irons. Remember in both the Oregon and Decatur cases that while Montessoro did all right by himself as a business man on these jobs, his first thought was to see that the clubs got members and that those members got great value from their club dues because of the golf service given them by the pro department. That is the tip-off to why officials and members of the South Side club who have been around know that

it's better business for the club to pay a salary to a real golf business man like Montessoro than to take a chance with some simple fellow who would eagerly offer South Side the Denver and Philadelphia mints, 210% of the shop profits and meals at all hours, for the South Side job.

Liquor Companies Muffing Club Influence Chance

RAN into one of the famous old-time liquor salesmen the other day and got to talking about the club liquor situation.

Said he confidentially: "The club manager these days is the chief teacher of the proper use of liquor. He alone can present the stuff properly in a way that fits into the right sort of an atmosphere of refinement and conviviality. Prohibition has ruined drinking elsewhere, even in the finest hotels. Look at the loose women in these good hotel bars if you don't think so."

To which your correspondent responded: "Then why doesn't your company advertise its liquor in golf magazines and give the managers a hand in this responsibility of education?"

Again he talked frankly. "Because my company and most of the other big liquor companies don't know what in the hell it's all about. I'm glad I'm getting to be an old man and won't have to see prohibition again but it's coming, sure as anything you know, if the club idea of sensible drinking isn't encouraged among the public that doesn't belong to clubs.

"What do you think would be the best liquor company service idea to work in the golf field?" the veteran was queried.

"I don't know for sure," he began, "but maybe it would be to have some well-trained women on a service staff going around to work with managers on the best ways of liquor service to women at golf clubs. That's the one spot where most of the old-time and new managers are pretty much at sea. But where in the hell would you get the women? It looks like the managers will have to work out most of the answers on liquor themselves. The golf clubs are about the most important spot in the liquor business today, but that's only one of a thousand things the new people in the liquor industry don't know."