

The manufacturer may be right in his advertising—and he may be wrong. The conventional method may not be, usually is not the most effective. Frequently, analysis will disclose a better method, a more action-compelling appeal, and the result is a break away from the traditional path and a spectacular success.

The technical man is prone to think in technical terms and to sell on technical arguments. The average non-technical player is not interested in "how" but in "what." He does not buy products, but the service those products render him. He is not interested in the manufacture, the seller or the product. He is interested only in himself and how things affect him. So if you are to sell more golf balls and better golf balls, or clubs, or bags, you must realize just what will appeal most strongly to the golfer and concentrate on that.

Applying it to golf, the first thing which impresses one is that cost has been over-emphasized. Golf is a sport to the club member, and the cost of golf balls is a negligible percentage of his total expenditure for the sport. Normally, he would not have given it a tenth of the consideration it now receives due to over-emphasis on that angle.

He plays for sport; and he expects to pay for his pleasure. He is interested in anything which will help him to get more enjoyment from his game.

He has been taught that nothing renders a ball unfit for play except a cut. As a result, nine out of ten bags carry an assortment of old balls that no one could play decent golf with, and the player buys new balls only from necessity; and then, in far too many cases, buys "bargains" at the store instead of a dependable brand from his pro.

In this lies the key to greatly increased golf ball sales. Talk better scores instead of dwelling entirely on mechanical construction; impress on your members that they can get out of a ball only what is built into it. Quality is never cheap, but only quality can bring good golf. Show them how hanging onto an old ball which has lost its distance and life is cheating themselves out of much of the pleasure which could be theirs. You will sell them better golf balls and more golf balls.

The golfer wants lower scores; he wants distance and true flight and roll. Talk these, and he will buy oftener and to your greater profit.

Political Parties Bringing Big Revenue to Golf Clubs

PRIVATE CLUBS that accept non-member parties and fee courses with facilities to handle large numbers of guests are having a great year with political parties. Alert club managers are successfully

contacting political organizations for golf outings and even going to the extent of showing the organizations how they can run these affairs (which include golf, cards, other games, refreshments, dancing, dinner, floor show and prizes) in a way to make some money for the campaign funds.

The boys of the "Julius Z. Goof for Re-election as Dogcatcher Booster Club," put the slug on the usual prey of political bandits and sell many tickets as a mild shakedown to people who don't attend. Club collects only for actual attendance and if smart, insists on the dough on the line, as the statesmen are not strangers to the practice of larceny.

Games, other than golf and cards, played at these affairs are softball, keno, tennis, horseshoes and croquet.

SLAMMING SAM SNEAD, popular hill-billy pro at Greenbrier, White Sulphur Springs, made mountain music in winning the West Virginia state pro tournament with a 70-61—131 on the 6,317-yard Greenbrier championship course. Figure is said to be a competitive record for 36 holes. In his 61-round Sam three-putted the sixth and the ninth after smacking tee shots of 293 and 286 yards, respectively.

Sammy's 61 settled all the feuding in them thar parts for a time. Fued firing will resume this autumn when Billy Burke, guest pro at Greenbrier, comes down to be on the staff with Snead and to resume the Snead-Burke golfing version of the fued of the Hatfields and the Coys.

BOB KING, amazing exhibition golfer who is compelled to play supported by crutches, has been averaging 288 people an exhibition this summer. He has paid off the \$800 stock issue to which golf bugs subscribed to give him a start. The young fellow is a great worker and asks no odds because of the infantile paralysis affliction that put him off his legs. He puts on a swell show and at a 50-cent gate.

In addition to playing clubs, he has been working at driving ranges, stores and night clubs.

Plan Model Clubhouse—Cascade Hills CC officials (Grand Rapids, Mich.) are busy planning what they say will be America's model clubhouse, A. W. Hon-ecker, secy., reports. Cascade Hills' \$100,000 clubhouse, fully covered by insurance, burned down recently; but plans are immediately going forward on a clubhouse that will be the last word in comfort and architectural beauty.