

# EASTERN PROS CASH IN ON SELLING STUNTS

By ROBERT N. PRYOR

**P**ORTABLE display stands for week-ends and holidays were voted to be a boon to the "pro" business in the East. George Seibert, pro for the last eight years at Avon CC, Avon, Conn., and Jim Dante, veteran pro at the Braidburn CC, Madison, N. J., mutually declare these temporary displays an aid to profitable sales volume.

Dante, a former president of the New Jersey section of the P.G.A. and recognized as one of the leading instructors in the metropolitan district, instituted his portable stand method of displaying merchandise last mid-summer and it was an immediate success.

Seven feet high by six feet wide with a table effect, Dante used this new method to display clubs, carry-all bags, shoes, balls, caps, and other accessories on crowded holidays and week-ends. Shelves show off the wearing apparel and shoes effectively and the clubs are so displayed that they may be taken down and tried out for "feel" and "balance." The entire set-up is a compact one and the table section is usually devoted to the latest in ball values.

"By giving the latest value in balls a prominent spot in the display" says Dante "I was able to attract my members' attention and in many cases I was able to sell them a cap, shoes, or even a club when their original intention in approaching the stand was to purchase balls" added Dante, who got his start twenty years ago under the veteran George Low at Baltusrol.

Seibert, an alert and smart merchandiser, used the same method at Avon every Saturday, Sunday and holiday, with the aid of a portable table, four feet wide and two feet long. Here on a spot adjacent to the first tee, he displayed no less than ten sets of wood clubs, fifteen sets of irons, thirty-five brands of balls, bags, sacks, slacks, and sport shirts.

Here Seibert was able to concentrate all the activity on busy days. He kept the score sheets and sweepstake sheets close by and arranged matches for the members while conducting his business at the first tee. With the score sheets and the portable display so close at hand it made an ideal set-up for the enterprising Seibert



A member of Braidburn looks over Jim Dante's portable display, which is attended by Jim's assistant (left)

who has 100% co-operation from the officials of his club. R. C. Strubell, chairman of the green-committee at Avon, gave full consent to George's display on week-ends and the whole idea has proved to be a good move for the club and Seibert and all hands seem to be well satisfied.

Avon boasts of 300 members and 226 of them have handicaps. The majority of these players are in Class A, so Seibert has a good field to work on at his post near Hartford, the capitol city of the state.

**U**TILIZING idle space near the first tee for a practice fairway has brought big dividends to Jim Taylor, pro at the Mountain Ridge CC, West Caldwell. Four years ago Taylor conceived the idea of turning the waste land between the first and tenth tees into a practice driving fair-

way and ever since that day he has been kept busy supplying anxious members with bags of balls to practice with while awaiting their turns to tee up.

The plot measures 80 yards wide and 300 yards long and Taylor has the area marked off with distance markers at 75, 150, 200 and 225 yards. He supplies the balls, fifty to a bag, for 25c.

The idea proved very popular for it not only helps to pass the time while waiting to tee off but it has reduced both the cost and bother of practice for members. No caddies are needed and there is no worry of the loss of balls and, all in all, it is a convenience and accomodation at little cost.

Jack Mackie, veteran pro at Inwood CC, Long Island, and veteran treasurer of the P.G.A. of America, has also installed the same idea at his club and he, too, has found it profitable and popular.

**T**HE small attraction of free tees has brought many members into his shop and helped him to increase in volume in August and September, says Dan Williams, pro at Shackamaxon CC, Westfield, N. J., and tutor of Charlotte Glutting, a ranking woman player.

Williams received the idea last summer and ever since then he has noticed a steady stream of patronage to his shop.

"It wasn't that I was giving something away," says Dan, "as that I was supplying the members with a convenience. They used to send in for tees and in many cases I would not see some of my members in my shop for months at a time. Now, they come in personally for a handful of the little pegs, look over my shop and my stock and in many cases a sale has resulted. And it has helped by balls sales considerably" says Dan.

**S**OME months ago Bob Hunsick, pro at Fairfield CC, Fairfield, Connecticut, during the summer season and at Phoenix-Biltmore, Phoenix, during the winter, inaugurated a lesson series. That was in June, a month after taking up his new duties at the Fairfield club where he succeeded Dave Williams as pro. In a few weeks he was successful in signing up 50% of the men members and more than 20% of the women membership.

The series proved to be so popular that when it expired nearly every holder of a card enrolled for a new series. There were ten half-hour lessons and Hunsick followed each lesson up with a personal check-up

the next day. In many instances he was able to correct a minor ailment and in this way he added to the value of the series.

"It only took a minute of my time but it showed the membership that I was really anxious to help them reduce their scores. That little extra effort and service brought me additional sales and additional lessons" says Hunsick, who started his sixth year at Phoenix-Biltmore on November 15.

**M**AKING your place of business a pleasant one so as to attract prospective customers is a hobby with Charley Lacey, the long driving pro at Lakeville CC, Great Neck, L. I. In his shop that measures 40 by 40, Charley has the walls lined with clubs, room for swinging these same clubs, and has it outfitted with comfortable chairs and a ping pong table. The business like appearance of Charley's shop certainly speaks well for his ability as a merchant.

**J**IMMIE NORVAL, assistant to the veteran Bob Pryde at Race Brook CC, Orange, Conn., is a real disciple of the game. Jimmie not only plays the game and teaches it, but is responsible for introducing and furthering the game in and around New Haven, near where the Race Brook club is situated.

Norval was successful in organizing a class of girls from two industrial organizations, another class at the New Haven High, and still another at the State Normal school.

The girls took group instructions twice a week from 5:30 to 7:00 o'clock. Each class was made up of nine girls. The hour and a half instruction was entirely devoted to hitting the ball in unison and Jimmie estimated that each girl hit at least six dozen balls in one instructive session.

#### Golf Experts Among Headliners at Agronomy Meeting

**P**ROMINENT golf maintenance authorities were on the program of the 28th annual meeting of the American Society of Agronomy, devoted to soil, fertilizer and grass subjects. Among golf notables at the meeting were H. B. Sprague, C. E. Millar, J. G. Lipman, Fred V. Grau, E. Truog, J. T. McClure, Ken Welton, E. E. Evaul and O. J. Noer. Many others who address greenkeepers at short courses were on the program and in attendance.