



CLARENCE  
CLARK

## FOR BETTER SHOP VOLUME

# WATCH THE WOMEN

By ROBERT N. PRYOR

**“WATCH THE WOMEN IN 1936.”** That's the slogan of Clarence Clark, one of the nation's popular stars and pro at the Forest Hill Field club, Bloomfield, N. J. Clark, a good merchant and one of the leaders in the East when it comes to pro selling ideas, is looking to the fairer sex to bring new life and more profits into his shop this season.

With the women's market the fastest growing market we have in the business today, Clark is putting a number of smart innovations into his job at the Jersey club and all of them are bound to attract the feminine players and increase his sales volume.

Clark started right at the very source of this wide and expansive market by inaugurating a special private instruction period before the players tee off in the regular “Ladies Day” events.

Under this plan Clark gives each lady appearing at the club that day a ten minute personal instruction session before she takes part in the competition. In his case it may add an hour and a half to his daily schedule but he is working on the theory that if they do notice any improvement after that short session, they will become curious and will immediately take steps to improve their games.

### Short Lesson Aimed to Build Enthusiasm

In this way Clark plans to capitalize on their new interest for the game by enrolling them for a course of lessons and by selling them modern equipment. Realizing that the average woman member is not over anxious about playing a good game and that her only motive for taking up the game in the first place was a social one, Clark hopes, by this method, to bring about a deeper interest in the game which in turn will bring more business into his

shop. He knows that only by becoming interested in their activities and doing some service for them can he attract their attention, and this new plan of personalized instruction is, as he puts it, “the answer to that problem.”

“Not only does it enable me to open up new avenues for instruction but this ten minute period that I spend with them on the practice tee gives me an opportunity to look over their equipment. Everyone knows that clubs are a secondary consideration with women players, and by meeting them every Thursday before they start out for their weekly competition I can see whether or not they are properly outfitted. Suggesting or advising new clubs at the time when you are trying to give them a helpful hint for their game is the best method I know of for contacting a prospective customer,” says Clark who succeeded Craig Wood at the Bloomfield club four years ago.

Clark's theory is all the more plausible when you stop to realize that too few women golfers own a first class set of matched clubs. A great majority of the women playing today are using their husbands' clubs cut down for their own use. Many of them took up the game quickly without consulting a pro and their equipment is generally out of date or inadequate. Cast-off equipment is always a good selling point and Clark hopes to increase his sales on that one point alone. He feels that they will soon be demanding modern clubs for themselves and he's go-

# HE HAS PICKED UP 15,000,000 GOLF BALLS!

By R. DeWITT MILLER



**FIFTEEN** million golf balls is a lot of balls, but Joe Burchell of Los Angeles has picked up more than this amount during the last five years at driving ranges in the Los Angeles district. And in addition to picking up the balls, Joe washes them, dries them, and puts them in buckets to be dispensed to the customers. Considering all these operations, it is safe to say he has handled 50,000,000 golf balls.

"The thrills of the game aren't what they once were," Joe says. "You don't have to dodge the way you did when they were building double-decked driving tees." The illustration demonstrates equipment worn by some of the less hardy souls, as Joe does not wear protection paraphernalia of any sort. He gives an interesting observation of distance obtained off the tees when he stated that at least 50% of the balls driven don't carry beyond the 100 yd. marker.

Joe has yet to have a serious accident. "When you've picked 'em up as long as I have, you get kind of a sixth sense that tells you when to duck. Somehow you just feel it when a ball's headed for you."

ing to see to it that he gets his share of the business.

Clark is making a special display of women's clubs. By this method he expects to create enough interest among the feminine players that he will be able to show them how important it is that they have clubs to suit their own weight, height and build. He plans to point out to them that it is essential that their clubs be especially adapted to their strength and physical development.

Clark is recognized throughout his district as an enterprising person with good, progressive ideas. Up until last year Forest Hill used a system of registering whereby the members always signed up at a booth on the first tee. Last year, Clark, who is also superintendent of the course as well as the pro, had the booth removed and the register brought into his shop. It soon showed vast results in his monthly volume.

Clark experimented with the aforementioned plan late last season and he is confident that intelligent application of it this season will show a marked improvement in his yearly sales.

## Developing Championship Material Great Pro Advertiser

**FROM MATT MATTESON**, pro at Ridge CC: "In the letter to Beef McLip about free golf lessons to kids you didn't tell about the greatest advertising value the pro gets from these lessons, the discovery

and development of kid championship material.

"The pro who finds a youngster in his free group lessons who can be developed into a champion of the club, the district or the country, has found for himself an advertisement that means far more in actual cash than the ordinary value of the time he devotes to the juvenile classes.

"Other pupils for private, paid lessons come to that pro because of his demonstration of teaching ability with his champion, and the chances are the champion would have been just another unknown kid batting around now and then in a hundred-and-something had not the pro seen signs of promise."

**VICTOR DELFOSSE**, manager of Midlothian CC, in redecorating the clubhouse for 1936, had every guestroom in the house papered and painted in different combinations. The variety obtained got away from the hotel-y looks of many country club guestrooms and stirred a profitable new interest in rental of rooms by the season.

**DURING** the summer keep a notebook on improvements and changes you'd like to make next winter.

It will help you in preparing your budget and enable you to plan work that will keep valued employees efficiently on the payroll without forcing you to hire outside labor.