

teaching the better off you will be, we have found.

The better golfer a man is, the more equipment he will buy. When he comes into the shop we don't sales-talk him to death. We don't run right over to him and ask what he wants, or go into ecstasies about a new set of clubs. Open up your shop and keep your mouth shut until he asks you a question.

When you sell a man the right club he starts boosting your golf shop. For instance, just the other day one member sold two clubs for us. Another member bought \$100 worth of equipment because his friend told him about us on the golf course.

When we first took charge of the pro-shop we were selling almost no clubs. Now we sell on an average of 14 sets of irons and 14 sets of woods each month, and many bags. We do not believe in overstocking our shop, but just carrying enough stock from month to month to supply our customers needs. Say we buy 2 or 3 sets of clubs. As soon as we sell two sets, we must reorder right away, and we simply call up and have them sent out.

We believe in quick turnover and minimum stock. We don't carry \$2,000 worth in the whole shop. We are never overstocked. We believe in reordering as required. In that way we do a more profitable business. If clubs lie around unsold from month to month, it is just poor business. None of our goods ever gets shopworn as a result of our policy.

**LAWSON LITTLE'S** departure from amateur ranks, following Horton Smith's resignation as Oak Park CC pro, means that the Spalding plan of golf promotion is getting well under way. The objective of the plan is a large increase in the number of golfers, the Spalding officials being convinced that economic and social conditions now are such that the populace will respond briskly to an inviting educational campaign in behalf of the game.

Bob Jones as a Spalding vice-president undoubtedly will take active part in the campaign, the first step of which will be a follow-through on sound pictures of Jones, Smith, Little and Jimmy Thomson taken after the Augusta National tournament.

Details of the complete plan have not been formulated. Basic policy will involve a close tie-up with pro efforts, which have

been highly successful, especially in the development of high school kids as golfers.

**ED CONLIN**, US Rubber golf ball headman, although born in New York is one of the Gotham minority who doesn't believe that west of Joisey dere is Injuns and buffaloes and erl wells and covered wagons loaded wit guys and dolls having screwy idears about living away from Broadway.

Grandpappy John Black, pro at the California GC, San Francisco, reminded Ed during the latest of Conlin's frequent transcontinentals prowls, that this is a big country.

John asked Ed, "Where'd you get the name Nassau for that new ball of yours?"

Ed blinked and replied, "Why from the Nassau match play method, a point on the first nine, one on the second and one on the match, of course?"

"Oh, says John, 'you mean, 'dollar-dollar-dollar,' that's what we call it in the civilized west."

"I guess so," agreed Conlin who wandered away talking to himself about east is east and west is west, and about the dough he put into registering and advertising Nassau as a name that everyone, everywhere, was bound to catch on the fly.

**GOLF** was quick to respond to appeals for flood relief funds this spring. In numerous cases clubs in the affected areas conducted tournaments, all entry fees going to the Red Cross.

**FROM** Russell Mattern, Hagen New England salesman, comes a thought for the boys to jiggle in their skulls. Says Mattern:

"Most of us have seen old and poor outfits of clubs in the bags of members who play almost every day. Any golfer who likes the game enough to play that often and who is playing with antique tools actually isn't getting the pro service he deserves for his fidelity to golf.

"In such cases the pro is really doing the member an injustice by not selling him new equipment, instead of being afraid to suggest the purchase. The matter is properly and diplomatically handled when the pro gets the enthusiastic member wanting the better equipment more than the member wants the money it takes to buy the equipment."