

manufacturer and the pro himself are concerned.

A careful study of spring requirements and conscientious maintenance of fall order records is the habit of the successful professional, and the less experienced fellow will find it profitable to follow this method, effectively immediately.

However, although the fall ordering season is one of the important features of September, the smart pro remembers that just because it's getting near the fall it's not too late to sell and turn his stock into money instead of into store competition for next year.

A CENT A SHOT

Easy-Payment Idea Puts
Good Clubs in Hands
of Many Members

ONE of the most productive pro selling ideas that has come to our attention lately is that of the cent-a-shot payment plan originated by Jim Devlin, who has been pro at the Nemaocolin CC, Beallsville, Pa., for 14 years.

Striking evidence of how well the plan is working is seen in the charts on each player-customer's game that Jim keeps in his shop. After every round the player's score is registered on Jim's chart not only as a check-up on the bookkeeping but as a signal to Jim that the member may need some special instruction for his game.

The idea is one which, if subject to patent or copyright, probably would bring Jim a good piece of money for royalties resulting from its effective use. However, it's Jim's tough luck his bright idea is of such nature that it cannot be legally covered, so he passes it on to the other boys in the belief that it will do as well for them as it has done for him.

Now for Devlin's explanation of how the plan works:

"I first pick out the member who I know will improve his game with a new set of clubs, either irons or woods, and get into a conversation with him. While doing so I mention the great improvements that have been made in the past few years with golf equipment and how the scores in all the tournaments are so much lower, much of it due to the improvement in the clubs. When talking I pick out a Wilson Off-Set iron, to give an example, and point out the new features of the club which catch the member's eye and imagination.

I then go to work with my plan and ex-

plain that practically everything today is sold on a "Budget Plan" and that is what I want to do with my members. To show how interested I am in them I ask them to take my set of clubs out and play a round. If they like my clubs I can let them have a set with down payment of \$15 to \$25. Every time they play after that they pay me one cent for each shot they take, which I apply to their account and keep a chart in the shop showing them how they are improving.

In the event they do not show the improvement in their game that they or I think should happen, I look them up and watch them hit a few shots and in most cases I can find out what is wrong, which again shows I am interested in their game.

The member becomes a salesman for me and comes out to the course more often which is what I am mainly interested in as my shop becomes headquarters for him and his friends. He wants to show them what the new clubs have done for him. Again I go to work and show his friends where the above member has his clubs more than half paid for and before the end of the season will have them fully paid for without being hurt by putting \$30 to \$75 on the line at one time. Friends become interested and fall in line, which makes my worries real small ones as far as store competition is concerned.

My sale of balls and accessories naturally increase as the members get into the habit of visiting the shop every time out. Of course the plan I have outlined works in all price ranges and takes quite a bit of personal attention, which after all is why my club employs me. After 14 years at this club, this year I find business better than ever.

PROOF that a golf tournament is a certain national publicity-getter for a civic event was supplied by the tournament held at the Wheeling (W.Va.) CC as a feature of the Wheeling Centennial celebration. The event was 54 holes, 36 Friday and 18 Saturday morning, for \$1,000 and was well attended by a fine field of Ohio, western Pennsylvania, D.C., and W. Va. Pros.

Billy Burke won with 206, passing Ralph Guldahl, with whom he was paired, on the 16th hole of the final round. Phil Perkins led by two strokes at the start of the last 18 and began his finale with an eagle but slipped to a tie at 207 with Guldahl for second money.