

"Let's measure the value of golfwear in the pro-shop from another angle. I have learned that the average player-member each year will purchase approximately two sport shirts, two pairs of socks, two hats and at least one pair of slacks. Figured most conservatively these items would amount to about \$12 to \$15 per member. Or a club with 200 members would have a potential buying power of sportswear of \$2,500 per year. With a profit of nearly 50% in this merchandise it is not difficult to figure what you are losing if you don't make a strong play for the sportswear business of your club. The basis of profit is turn-over and repeat business. Golfwear is a repeat business while clubs and bags are not replaced that often. Therefore, golfwear in the shop should be second place as a profit item with only balls ahead of it.

"Golfwear is easy to sell because every player feels that he must look fairly well dressed regardless of the game he may play or the clubs he may use. For the past three years during November, December and January, my sportswear sales have led all departments in my shop except balls. To accomplish this, I had to concentrate on it and circularize the members several times with exclusive sportswear folders. I have worked up a fine sportswear business to keep my sales up to par during these dull months. There is no secret to selling golfwear. Any pro can do it if he will work on it seriously, sell exclusive lines and be satisfied with a fair margin of profit. I definitely believe that the golf shop, with its professional advice, is the correct and most logical outlet for exclusive golfwear."

Sporting Goods Association Plans to Tighten Credit Policies

ANY pro who may think that credit managers of golf goods companies are picking on him to get him to pay his bills should have sat in at the annual meeting of the National Sporting Goods Assn. There is a tough credit problem with the schools and colleges due to shifting personnel of coaches, superintendents and principals. The problem is being handled with increasing toughness. Already collection methods are being employed that would arouse agony and protest if used in the golf field.

Plainly the collection problems in every phase of the sporting goods business are

one of the sorriest matters in the industry and every retailer, pro or store, and every school buyer might as well get set for a period of strong work by the manufacturers who want their dough. The beating the manufacturers took financially during the depression has pretty well removed the stage setting for the old order of credit policy, whereby the buyer could play one sucker against another in getting the seller to take a chance.

Pro consciousness of the necessity of credit improvement has been responsible for a decided betterment in the last 10 years, especially during the depression when the going was hardest. Jack Mackie, veteran treasurer of the PGA, and as canny as they come, is of the belief that the PGA ball deal with its encouragement of prompt payment had a credit educational value that did the pro situation a lot of good. Other pro observers credit the harsh conditions of the depression with making pros attend strictly to business and improving their credit instead of risking their hard-earned money on outside extravagances.

Sporting goods dealers, who had their own troubles during the depression, look at 1937 optimistically. Their annual convention was devoted to surveys of various angles of the dealers' business, with emphasis given to planned merchandising and market promotion.

Philadelphia PGA Committee Will Handle 1937 True Temper Open

PHILADELPHIA District of PGA has been awarded the Fourth Annual True Temper \$4,000 Open Golf Tournament. Dates for the tournament are Thursday, Friday and Saturday, June 24-26.

Detroit was the scene of the 1936 True Temper Open, won by Olin Dutra. Winners in preceding years were Ed. Dudley at Cleveland in 1935, and Gene Sarazen at New Orleans in 1932.

True Temper Open of 1937 will be in charge of Tournament Committee of the Philadelphia District PGA consisting of: Marty Lyons, Llanerch CC; Clarence Hackney, Country Club of Atlantic City; Walter Brickley, Riverton CC; Ed. Dudley, Philadelphia CC; and Leo Diegel, Pilmont CC.

The committee is now considering several courses in the district as the scene of the 1937 tournament.