

NATION - WIDE PRO - SHOP SALE

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*PROMotion offers pros all material and
instructions for season-end clearance*

A MERCHANDISING challenge has been issued to pros. Deliberately, the first nation-wide pro-shop clearance sale has been worked out along lines to secure the cooperation only of professionals having such independence of spirit, merchandising ability and confidence that they are qualified to work out their own business salvation.

Deliberately, the sale has been planned NOT to attract the boys who expect that some profit horn-of-plenty will be poured over them while they loll on lead fannies or stroll out on the course to take on a friendly sucker at a dollar-dollar-dollar match.

All pros at clubs have received a folder outlining in detail a "Birdie Special" clearance sale to run in pro shops throughout the country, August 27 through Sept. 5. This sale will conclude Labor Day and will offer to the pros' buying public "10 days of par-breaking prices" at pro-shops only.

Sale Material

Costs Pros Nothing

Shop signs, price tags, merchandising ideas and a circular telling members about the pros' job and services, are among the powerful advertising offered free to the pro who puts on a Birdie Special sale. The live pro can have as large a supply of this advertising material, without cost to him, as he can effectively use.

No special effort has been made to "sell" the pro on the wisdom of conducting a Birdie Special sale to convert his shop stocks into cash. After discussing the policy and details of the plan with numerous successful pro merchants it was decided to depend entirely on the pros' independent reactions. The hustlers automatically will take advantage of the expensively printed selling helps of the plan—which cost them nothing. The coasters among the pros won't be teased into taking any half-hearted interest and wasting the Birdie Special sale material.

Among other details of the plan, PROMotion features an educational folder describing the pro's job, for distribution to amateurs. This folder, headed "About the Professional Golfers' Business," is a

punchy, to-the-point explanation of why the smart buyer of golf goods gets more for his money by dealing with an alert pro. Naturally, it's a folder that may not have the highest endorsement of the pro who is just doping along, because it tells in some detail of the value of up-and-at-'em pro service. The smart, wide-awake pros will see that this folder gets extensive distribution.

Back of the Birdie Special campaign is a study of the golf goods merchandising situation in which every other element of pro differences in opinion and of pro-manufacturer arguments has been laid aside for a straight drive to money as the playing season draws near its close.

The Birdie Special national sales effort has several objectives:

(1) Offering to the public through pro-shops first-grade and current model golf goods at clearance prices on a logical basis—that of end-of-season sales. The retailer buyer must be getting the hunch by this time that the store cut-price sales at the start of the season either mean phoney bargains or a business that's weirdly conducted. No other business has cut-price sales of standard brands at the beginning of the season, to reduce the market for better quality merchandise.

(2) Offering outstanding bargains at pro-shops, at a legitimate sales time.

Will Thaw Stocks into Cash

(3) Converting slow-moving stocks into cash to relieve the pro from frozen inventory that he must carry through the winter; to enable him to get his accounts in satisfactory shape; and to check the returned goods evil which upsets the golf club market at the start of the following season.

(4) Keeping the golf playing public reminded that there is always a need for good new golf clubs as long as the golf

playing season lasts. Advanced pro merchants have broken away from the old idea of easing up on club-and bag-selling efforts after the middle of June. They have added thousands of dollars to annual volume of business done at their shops by keeping briskly at selling.

(5) Making a national concerted pro-shop sales drive, thus establishing each shop in the golfers' minds, as a smartly-operated, individually managed, unit of the biggest retail outlet of high-grade golf goods.

Successful pros to whom the plan was submitted in detail prior to its general release, promptly grabbed it. In addition to planning to dispose of the slow-moving stock they already have, they have shopped around and picked up close-outs of manufacturers, and intend to put on the Birdie Special sale so that it will electrify the golfing public with its bargains. They consider that it will get a jump on store competition by six months, and will bring into the pro cash drawer a goodly amount of profit to carry them through the winter.

Sale Will Boost Fall Play

These professionals also figure that the timing of the Birdie Special sale will promote golf play during September and far into October, weather permitting, because a fellow with new clubs is bound to play more golf.

It is believed by the most prosperous pros that the Birdie Special plan, while ideally designed to help pros who need a lot of sales push in their shops near the season's close, won't be used extensively by the unfortunates.

"It calls for some thinking and some work to use the plan in making sales. It has to be magic that will work while the dead pro sleeps to make a hit with the boys who need the Birdie Special sale the most," a prominent PGA official commented.

That may be. Nobody can help those who won't help themselves. However PROMotion is confident that the employment of the Birdie Special sales material will be so extensive and active that it will make the period Aug. 27-Sept. 5 the

Guess there just ain't nuttin' new in golf. Discussing the streamlined club recently introduced, Jack Jolly and Jack Pirie recalled that a pro whose name is forgotten came to St. Andrews from Bournemouth with similar clubs some 34 years ago when the Travis Schenectady putter controversy was raging. The forgotten man did well with his clubs, defeating among others, the late Alex Robinson, who was at Milwaukee and at Rock Island (Ill.) during his pro service in this country. Veteran pros also tell of numerous early clubs of the flanged wedge type. Evidentially, there's room for a change in the official statement which reads: "The USGA will not sanction any substantial departure from the traditional and accepted form and make of golf clubs***."

most profitable 10 days of the year in the shops of energetic pro businessmen.

Early response to the plan, in the form of pro orders of the free sales-aids indicates that the Birdie Special campaign will be an outstanding success.

Pros who haven't ordered their free sales material on the post card supplied with the folder describing the Birdie Special plan, are advised to get busy at once because the fullest success of the plan at each pro-shop depends on getting the campaign started not later than August 15.

And if the folder has been misplaced, write immediately to PROMotion, 14 East Jackson Blvd., Chicago, for samples of the available free material.

Three-Cornered Match—This year's session of the annual three-cornered team match between 144 players representing the Westlink, Meadowlark and Sim Park courses of Wichita, Kan. in which 16 men from each course played in competition at the three courses entered in the tournament, was won by Westlink with its 48-man team averaging 83 13/24 strokes. Sim Park was second with an 85 7/48 average, and nosed out Meadowlark's team average of 85 15/16.

At match play the results were: Westlink, 81½; Sim Park, 70; and Meadowlark, 63.

The winning average was approximately two strokes lower than Westlink winning average last year. Sim Park team averaged 5 strokes better this year than in the initial event.

The event concluded with a banquet during which the owners and pros of the second and third teams had to wear women's attire. The event again was one of the most widely discussed on the Wichita sports calendar.

Golf was added to the program of the Oklahoma Interscholastic meet this year. The golf tournament was an invitation affair played on the University of Oklahoma course at Norman. The state high school championship continues to be played at Oklahoma City.