

DON'T GO SOFT ON SALES

By HERB
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*Push for profits while
the season continues*

MANY a pro has "burned up" when he has seen a member return from his vacation at a summer resort where there's a golf club, bringing with him a fine new set of clubs and an expensive bag. Around the home club that member may have the reputation in the pro department of being so tight he wouldn't give a guy measles. But here he comes along in August with a lot of equipment bought away from home.

The answer is simply that the resort course pro found the player's vulnerable spot and applied some selling. The home club pro had acquired the bad habit of thinking that it wasn't much use after May to keep working at selling, and was content to let the people buy if and when they happened to want some shop item strong enough to work up some action.

Despite the continued success brainy and energetic pros achieve in selling clubs and bags during July, August and September, the golf business keeps on moaning and suffering through the summer months when play is greatest. No one has been able to explain logically why some golf club manufacturers and pros throw in the towel during the warmer months.

The pro who thinks is one who clearly realizes that his net profit for the year always has a close association with the amount of shop sales he makes after July. His business up to that time is about the amount required to carry his operating and living expenses. Virtually the same arithmetic prevails in the club manufacturing end of the business. It is the

clubs that aren't sold during July, August and September that most often come back to the manufacturer and keep alive the returned goods trouble that plays such an important part in the store spring sales that start the season on a cut-price basis.

Jerry Glynn, pro at Knollwood CC (Chicago district), has analyzed the condition from his conspicuously profitable experience as an example of pro-shop merchandising on a service-to-members platform. Glynn, despite the fact that he is at a wealthy club where many of the members leave town for vacations during July and August, keeps his sales volume up during those months.

Glynn says:

"At the representative pro-shop, the clubs in members' bag storage usually average older than 5 years. Figuring on the annual turn-over of club membership, that 5-year average of clubs' life means that the pro sells new woods or irons to fewer than one out of five of his members each year. Carrying this observation further into the matter of pro profits, it means that four out of five of a representative club's membership aren't doing the pro much good. It will surprise many of the fellows to note the close connection between club and ball buying by members. If a member buys his clubs elsewhere, it is a pretty sure bet that a goodly part of his ball purchases also will be made away from his pro's shop.

"Just as a matter of common-sense protection, then the pro must never let up on keeping his members tactfully but persistently reminded that as long as golf is being played there always is a good reason for buying new clubs to replace worn antiques.

"It is no unusual experience for the pro who really is on the job, to sell sev-

Erie (Pa.) golfers offer a \$1,000 purse for the Open tournament to be played July 20 at the Erie municipal course. A \$1,000 one-day mid-week tournament with \$300 first money isn't bad dough at all for the boys, so a goodly entry is expected to give Billy Burke competition for the title he won in the event's inaugural last year. Star amateurs of the district will be paired with the name pros, which makes the event fine competitive training for the amateurs. Joe Williams, sports editor, Erie (Pa.) Daily Times, is handling entries. Pro entry is \$5; amateur, \$3.

Williston (N. D.) G&CC permits high school students to play without charge on Wednesdays from 1 to 6 p. m. By thus encouraging young golfers to play, and maintaining their interest in golf, the club is developing a source of future members. Clubs in other communities would do well to follow Williston's example; pick out the week-day afternoon of least course traffic and open the gates to the local teen-age golfers.

eral costly sets of clubs during the last week of the season. He can make propositions to members he knows are going on winter trips, and the sales almost make themselves.

"Part of the failure of pros to keep at the merchandising part of their jobs all through the season can be laid at the doors of manufacturers who discontinue their own aggressive advertising and merchandising just at the time when it's most needed to remind and inspire pros to keep on the job getting the stuff sold to the ultimate user. They, as well as the less experienced pros, seem to lose sight of the fact that almost anyone can sell golf clubs and bags when the season is in its earliest stages and everyone is full of hope and enthusiasm, but it takes a smart worker to get the cream after the market has been milked.

"Every newspaper advertisement on golf clubs that a store runs during July and August—and there are plenty of these ads—should snap the pro out of the dopey old notion that there's no use trying to sell clubs after mid-season. The mere fact that so many members have enough desire for clubs to buy them after June, without selling effort on the part of the pro, is an indication of what business might be done if the pro would go after the business."

What Glynn thinks about the club selling possibilities during the latter part of the season is strongly endorsed by the remarks of other pros who stand at the top of their profession as businessmen.

The pro has a tough enough job trying to make a living in a six or seven month season, but if he lets this comparatively

brief period dwindle to about 3½ months of real selling, he doesn't have to look far for an explanation of his worries about how to live during the winter unless he uses some of the money that he'd like to be able to pay on his accounts.

This evil of giving up and coasting while some logically good months for golf merchandise retailing remain is one of the serious problems of the business, and one that requires for its solution the leadership by example of foresighted manufacturers as well as the resourceful, energetic effort of pros who are qualified to make a good living income out of their selling activities in the game.

Proper Publicity Will Sell Memberships All Year Around

IT'S seldom too late in the season to get new members into a golf club, testifies O. D. Quay, pro-mgr. of the Galion, O., CC. Until August that club has applications for membership, and part of the reason is publicity. Quay attends to providing the local newspapers with so much news of what's going on at the club, and so many names of members participating in the activities, that the newspapers are bound to print a good amount of it.

The Galion club, like many of the golf clubs in towns of Galion's size, began its lively revival in 1937, under the presidency of A. E. Evans. A membership campaign was conducted during the winter with the old standby members as the solicitors. The campaign was not a sweep-up proposition but took the policy of asking only Galion's most active citizens to join. A strong point was made of the fact that an invitation to join the club was a mark of distinction not to be lightly regarded. After the leading business and social citizens signed up, the others who could afford the club and who had other proper qualifications became eager to join.

Quay saw to it that the club had a

Clarence R. Bell was indicted by a federal grand jury in 1933 charged on three counts with violation of the National Bank Act for having embezzled a sum of money. A warrant was issued for his arrest at that time. His description follows: Age, 37; height, 5 ft. 7 in.; weight, 165 lbs.; stocky build; hair light; eyes grey. His eyelids droop slightly and he is fond of all sports. Golf appears to be the fugitive's chief recreation and for that reason may be a mem-



ber at some club, or a frequenter of fee or public courses.

If you are in possession of any information concerning this man please telephone or telegraph collect or communicate with the nearest division of the Federal Bureau of Investigation.

J. Edgar Hoover, Dir. Federal Bureau of Investigation, U. S. Dept. of Justice, Washington, D. C. Tel.: National 7117.