

CLEARING HOUSE RATES PROS

D-P-DP-PS-G-GS-F-S-SE-E-X-A-C-U-R.WO—What kind of a puzzle is that? No puzzle at all! One of those letters, two of them, or a combination of them will indicate clearly to every manufacturer or distributor of golf equipment just how—or if!—a golf professional pays his bills.

By his promptness or his slowness—his action or inaction—his concern or his indifference—the professional makes his own selection of the letters to follow his name in the rating book. There is no chance for him to get a "D-P" rating unless it is his habit to discount some of his bills and to pay all others promptly. If he is slow to exceedingly slow, he cannot escape an "S-E" rating.

The S. G. I Clearing House simply records the rating which the professional establishes for himself. On the "score board" goes the professional's name and the total of his "strokes"—there can be no deductions—no additions—there it is, sweet or sour—the score has to be there just as it is!

Pro's Rating Is Important

What is credit? Well, for one thing, it is something infinitely more important to the successful conduct of a professional's business than the ability to "break 80!" Why? Because with a good credit, a professional can do a big business on a small capital!

With only \$100 and a good credit rating, a professional has the purchasing power of \$1,000 at his command. With \$100 and a poor credit rating, his purchasing power is limited to exactly \$100.

If his credit is good, he is able to borrow capital—and after all, buying on credit is no different from borrowing money. Bills unpaid are loans unpaid. Credit is simply

A primer on the function of credit in operating a pro department business has been sent to many pros by the Wilson credit department. The folder talks plain, but says just what the most successful pro business men have learned.

an "accommodation loan" made without security and without interest. The seller gambles on the integrity of the purchaser.

Don't put yourself in the hole by being too liberal in extending credit to those who buy from you. To sell strictly on a cash basis may mean a little less in sales volume but it may mean more in profits.

If you do sell on credit, have a definite arrangement regarding payments. If the purchase is to be paid for in part payments, have an understanding that a definite amount will be paid on a definite date—and let no payment date slip by without calling it to the debtor's attention.

If you are at a fee course and the sale of a set of clubs is involved, make your deal on the basis that the clubs will be left in your rack until the final payment is made. This provides you with the security for the debt and at the same time makes the player a "regular" at your course.

Here's Clever Credit Plan

Many professionals have successfully used a payment plan of a substantial down payment with a follow-through of additional payments to be made at the rate of a penny a stroke for each round played until the balance is paid. Thus a player shooting around a hundred who plays three times a week will pay around three dollars a week.

If you are located at a private club, by all means make arrangements to have your bills included on the regular monthly statements sent out by your club. This makes your bill a part of members' account with the club just the same as the dues or the house account. You'll get your payments promptly because members don't like to be "posted."

The smart professional will confine his purchases to brands which are nationally advertised and which are nationally re-

Quickest and most complete shop clean-out following the display of the Birdie Special sales advertising occurred at the pro-shop of Johnny Yrona at the Rock River GC, Oregon, Ill.

Johnny displayed the Birdie Special advertising the day he received it. The next morning he didn't have a piece of golf merchandise left in his stock. During the night his shop had been robbed!

Pros of the Midwest and Oklahoma sections of the PGA will meet in a team match at Wichita, Kan., Oct. 13, as a curtain-raiser for the Wichita \$1,600 Open.

The pro team-matches go especially well in the Southwest. The boys stir up a lot of golf interest with their set-tos and enjoy these sessions as opportunities for business discussions and mild evening entertainment such as checkers, chess, anagrams, London Bridge Is Falling Down, and card tricks.

spected. The merchandise which is in demand will move out quickly. It is only when the goods move that you can make a profit.

Unknown brands and private brands are slow movers. Don't be fooled by the wide margin of difference between your cost and the selling price. Don't be fooled either by any extra inducements offered. You might purchase a set of clubs for twenty-five dollars which are supposed to sell for sixty dollars—looks like a sweet profit! But just remember that before there can be a profit, there must be a sale. And while that "sweet profit" set remains on your shelf awaiting your opportunity to "cram it down some golfers throat," a dozen sets of clubs of a nationally known make, honestly made and honestly priced might be sold!

Don't Spend Capital

Keep your stock down—but keep it turning. Restrict your purchases to the manufacturers who are in a position to give you prompt deliveries on your re-orders. In that way, you will not require a big capital and you will not need to place an undue strain upon your credit.

From each day's sales, or each week's sales, lay enough aside to pay the cost of those sales. Keep it always in mind that only the profit is yours to spend. If your stock has not been paid for, then a substantial part of what you take in on your sales belongs to the manufacturer. If you have paid for the merchandise sold, then you owe a substantial part of the sales income to the "business"—the stock must be replaced. There should be two pockets for your sales income—one for the part which is yours—the other for the part which is the manufacturer's or required for reinvestment.

No distributor—no manufacturer—is interested in financing your trips to tournaments or in having you use his money to make good your losses at golf, craps or

poker—and that is exactly what happens when you indulge in these things and let your bills ride. In extending credit to you, the manufacturer has supplied money for you to work with—he cannot afford to extend the time for repayment and thus supply also the money for you to play with!

Whether you know it or not, you are selecting the letters which follow your name on the credit score-board—they can be pretty—or they can be awful ugly! The choice is up to you!

Treat Your Credit As A Sacred Trust.

"Uncle Julian" Resigns as Spalding Board Chairman

JULIAN W. CURTISS, on his eightieth birthday, August 29, stepped from his responsibilities as chairman of the board of A. G. Spalding & Bros. into chairmanship of the advisory committee. "Uncle Julian" has been with Spalding 53 years and has hit the ball hard all during this stretch. He asked that the company directors give him an "out" on the board chairmanship so he could give more of his time to demonstrating "It Pays to Play." He argued himself into somewhat of a vacation, although, as chairman of the Spalding advisory committee, he continues as a pinch hitter in the batting order which has Charley Robbins as president in the clean-up position.

Curtiss probably is the outstanding man of his years in American business. It bumps the consciousness of his thousands of friends to be reminded that he is 80 years old. That time isn't associated generally with the Curtiss pep and keenness.

More than any other one man Julian Curtiss is responsible for the growth of golf in this country. When he brought from England the first clubs and ball that Spalding sold into this country, he was suspected of having been talked into something while he'd been propping a friendly elbow on a British tavern counter and discussing how to best enjoy life with some of his new-found pals. By financing the early exhibition tours and by importing and acting as fiscal angel, ballyhoo man, employment agent and godfather to scores of this country's pioneer pros, Curtiss gave golf the right sort of a start as an American game and business.

William T. Brown has been elected a director. Brown, as advertising manager, then as treasurer of the company, has