

TELL ME, MR. MAKER

By Myles Coen, Pro
Scarsdale GC, Hartsdale, N. Y.

... developed a lively discussion and a proposal to put into effect constructive

Dear Mr. So-and-So:

This is written in no spirit of ill-will. You and I have too many problems in common to waste time in quarreling. I am a golf professional trying to make a living for myself and family and perhaps set up a little surplus for future security. You are another human being trying to do the same thing in another phase of the golf business.

My duties consist of playing, teaching, maintenance of the members' clubs, supervising the caddie situation, tournaments, handicaps, and conducting an establishment for the sale of golf merchandise. My main sources of income, apart from a hypothetical salary, are club cleaning, lessons and sales. My operations in club cleaning and lessons are reasonably stable and my income therefrom is only variable within narrow limits. The chief variable item is in sales and that is where you and I have a community of interest.

It is for your benefit and mine to see to it that I sell as much merchandise as possible. With the wide divergence of my activities and with my average background I have no time to function effectively as a merchant and probably no training or inherent ability for the job. You employ large staffs of expert technicians in selling and advertising and my sales department is as much your job as mine. Now, I don't think you have been doing a good job for us. Almost all your advertising, whether direct from you, or

ational work along these lines.

One of the many indications of success in view at Oakland Hills in Detroit is that Al Watrous does an outstanding job in keeping members sold on modern equipment. Many of his members are in the automotive business, hence are interested keenly in all examples of mechanical work. Al sells the clubs as finest mechanical devices for assisting in the job of golf making.

A suggestion as to how manufacturers should take a very helpful course in investigating the possibilities of this selling method comes in the accompanying "Letter to An Imaginary Manufacturer." It's a tip-off to pro sales study, too. (Ed.)

indirectly through those outlets which can afford to advertise, is aimed at the general public. It could be better.

Most of your advertising comes under the heads of price or prestige. Either something is being sold at an attractive price as compared with a previously established price (usually established by the pro) or on a prestige basis through tying up the product with the name of some temporarily famous player. The general public doesn't buy golf merchandise. The buyers in golf are a minority of reasonably intelligent and reasonably prosperous people who coldly appraise the price and prestige appeals. The balance of your sales talk consists of references to "click", "compression", "balance", dynamic, symmetric, compact and what ever other technicalities you deem to be attention-compelling, but which, usually, are merely words to those we hope will be moved toward the purchase of new golf clubs by advertising of the equipment.

Now you can do me a few favors. You know as well as I do that if the professionals don't maintain prices the whole market will be shot to hell:

1. Through your general advertising impress upon the public that professionals only make a normal profit. When people see prices on merchandise in stores they often get the idea that 200% is our minimum rake-off.

2. Tell the public that when they buy

from the pro that, in addition to the merchandise, they are getting the benefit of advice from a man who is an expert in his own line and who has the further asset of being intimately acquainted with the physique and golfing potentialities and peculiarities of the buyer.

I also wish you would give me a few specific sales points:

1. Is it true that a golf ball deteriorates in distance under continued play?

If this is true why don't you draw up a graph showing the comparison in distance between, let us say, a new 75c ball and a new 50c ball. Give me the dope on the average effective life of a 75c ball and tell me when it becomes the equivalent in effectiveness of a 50c ball. Give me the curve illustrating the diminution of distance for any given number of impacts.

2. Is it true that the fibres in the face of a wooden club deteriorate under the wind and weather condition of play until the club face loses its resiliency?

If this is true, draw me up a nice little graph showing the average deterioration in the distance-producing qualities of a wooden club.

3. Is it true that the molecular structure of steel in any steel shaft is such that there is a tendency for the steel to crystalize under the repeated shock of impact and that the shaft will finally lose its "snap" and become either flabby or brittle?

4. Is it true that through a natural process of seasoning the head of a wooden club loses an appreciable amount of weight each year?

If this is true, please tell me. I might be able to tell a member that the 13½ ounce driver he bought two years ago isn't the same instrument any longer and that he should either allow me to make a slight profit by putting more weight in

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Here are features that sell "Caddy Masters" on sight. No binding of clubs with built in reverse construction. Divided top for quick selection and even weight distribution. The reinforced center keeps bag open. Only by seeing and handling these guaranteed bags can you fully appreciate their advantages.

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Three Styles of One-Color
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Priced \$20 to \$25 for 5,000

Produced by a New Process they are complete and of correct size.

Samples of these and higher priced 2-color cards to clubs on request.

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ONLY Tufhorse GOLF PAX



has individual compartments for woods and irons.

So entirely distinctive from all other golf bags it attracts quicker, closer attention.

So superior in its practical design and workmanship it sells easier and serves longer.

So well is its sale controlled, pros are protected against cut price competition.

Write for complete catalog of golf bags and golf accessories.

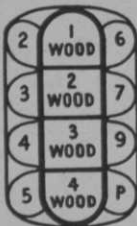


Diagram shows individual compartments for woods and irons in the TWIN PAX (TP5). Also made with 4 loops on each side.

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DES MOINES GLOVE & MFG. CO.
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GAUZX
THE SELF ADHERING GAUZE

SCORE CARDS

EXCELLENT THREE-COLOR QUALITY

\$2 PER 1,000

In lots of 10,000 and up

5,000-9,000, \$2.45 Per M 1,000-4,000, \$2.90 Per M

Brand new idea — pictorial golf lesson posed and edited by a top-ranking pro (Guldahl, Runyan, Snead, etc.) on back each card. For samples and details, write Pictorial Score Card Company, Inc., Dept. C, 26 Broadway, New York City.

it, or else he well might buy himself a new set of clubs.

There are a lot of golfers in this country but it is Father who pays the bills. In order to be able to pay these bills he has been in there swinging and he is no softie to be pushed over by advertising generalities. If I suggest that he or the Mrs. or one of the children needs a new set of clubs and he turns around and says "Why?" I would like to have the answers and I expect you to supply me with them. It will help us both.

The automobile industry has convinced the public of the obvious fact that a car depreciates with use. Give me some convincing figures (and authentic) to prove that balls and clubs depreciate with use.

Very truly,

Your Pro Partner.

Nine Former PGA Champions Exempt from Qualifying

FORMER PGA champions who will be eligible to compete in the National PGA tourney, to be held at the Pomonok CC, Flushing, L. I., July 9-15, without qualifying in their sections are Jock Hutchison, Sr., Walter Hagen, Gene Sarazen, Leo Diegel, Tommy Armour, Tom Creavy, Olin Dutra, Paul Runyan and Johnny Revolta. This ruling honoring past PGA champions was voted at the last annual meeting of the association.

Joe Sylvester, pro at Pomonok, will have the honor of being the first professional to be exempt from playing the sectional qualifying round for the reason of being the resident pro at the club where the PGA championship is being played. The rule was also passed at the last annual meeting.

The Metropolitan, New England and

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