

He Likes Time-Payment Plan

By Homer Herpel

Pro, Crystal Lake CC (St. Louis district)

DURING the past six or seven years many pros have observed a curtailment of purchasing of better grade equipment at the clubs having thrifty people as members. The stores have been cutting in on the business in a way that menaces the pro market with its dependence, mainly, on better class of merchandise. We may say—and can prove—that the better merchandise is worth more money, but we can't get people to spend money for this equipment if they haven't got the funds.

There are only two practical answers to our problem; smart merchandising of the better stuff, and money in the pockets of people who might be prevailed on to spend it with us for equipment that will give them utmost in satisfaction and performance. Part of our smart merchandising must be in finding a way to provide our customers with the opportunity of getting money to spend with us. We pros can't depend on any magic means for throwing business into our hands. No other field of commerce has been able to find a sure-fire method of protecting itself against competition that doesn't involve thinking and work, so we are chasing a rainbow if we think we can find a cinch answer to our problem.

Time Payments Help Clubs

I have used one method that has helped me to sell a considerable amount of good equipment to players at a daily-fee course. I sell on time, with a down payment that is less than the payment would be for any set of a few cheap clubs. I don't handle the collections so there is no bookkeeping trouble for me or embarrassment to me or to the players if payments are slow.

Pro experience with their own time-payment plans often has been that the player may be tardy in payments and put the pro to a lot of trouble trying to make collections. This collecting may make the buyer hesitate to come into the pro-shop; hence the pro loses the sale of balls and lessons. A \$50 sale of equipment costs the buyer \$10.76 a month over a 5-month period. I get my money right away.

My deal was worked out with one of the national small loan companies, the Per-

sonal Finance Co., which serves about 5,200 communities throughout the country, so I am told by the branch manager with whom I do business.

I handle this selling by telling the possible customers that now they can buy first grade golf clubs and balls on the same plan used in buying automobiles and expensive radios and furniture. I sell them on the idea that it is saving in the long run of two or three years to buy good equipment; otherwise they'd be ex-

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perimenting with other cheap clubs and wind up being out quite a piece of money and still not have a good set of clubs or a good bag.

The idea has worked out in great shape for me and my trade.

Training Course for Women Means Added Pro Sales

TOM Clark, lively veteran pro at Blue Hills Club, (Kansas City district) is conducting a spring training course for women members that's well worth copying at other clubs.

Once a week at 10:30 A.M. women assemble inside the clubhouse and Tom gives them a group lesson. He lectures on various phases of golf play and the rules, and makes appointments for private lessons. The group lessons are given free.

The women stay for lunch and bridge in the afternoon. Last season Tom had about 70 women playing at the club. Attendance at these spring indoor sessions has been running above 50, and is increasing steadily.

It's a fine idea in pro service to the club and its women members, and certainly foresighted business for a pro who wants to get an early "in" on the women's spring buying of golf equipment.

Pro Plan Provides Members With Tees for \$1 a Year

By Bruno Minkley

THE smartest little idea I have run across in pro merchandising this year is the one of the pro who makes a deal with his members to supply them with all the tees they need for a year at a cost of one dollar.

The pro gets the dollar at the start of the season, and catching himself a buck from each of the members when they are spending easy, gives him help in discounting his bills. Very few of the men or women players stay away from a deal like this when the shop signs and a few spoken reminders make the proposition prominent.

One fine thing about the idea is that it keeps the players coming into the shop for installments of tees and that means better chances of ball and club and other sales.



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