

Advertising Pays Livie BIG

By George J. Roberts

ONE of the South's outstanding clubs, the Charlotte (N. Car.) CC, which went right through the Depression years paying 6 per cent on its stock, and which during that time built a \$500,000 clubhouse in addition to other course improvements, regards the relationship with its pro, Bill Livie, the same as that pro considers his spot with the club—a combination 'made for each other.' Bill has found in the Charlotte CC a club which gives him the opportunity he has always sought—the chance to apply, and see them work out successfully, ideas that other clubs had said 'wouldn't click'; and the Charlotte club likes the way Livie handles his business so well that during 1939 they did more buying from Livie's pro-shop than they had ever done with any other Charlotte CC pro.

Bill, who is in his third season at the club, figures he sells his members at least 80% of all the golf equipment they buy; promotion ideas he is working on for 1940 should make this sales percentage go even higher. That's because the members like the way Livie conducts his business. Livie has instituted so many successful innovations at the Charlotte CC, that it's well worth while putting down what some of these are:

Livie is a firm believer in making periodic mailings to his membership—telling them just what he is trying to do—that he is there to help them in any way he can. Whenever he sees an opportunity to purchase equipment on which the members may realize a saving, Livie

is quick to let them know about it. They appreciate the fact that the pro is trying to do them a favor—that he is not trying to get every last cent out of them while he can. The following is taken from one of the letters telling of pro-shop bargains:

This month I have purchased the finest merchandise in golf clubs, bags, balls and accessories, at a saving which I want to pass on to you as a member of the club.

Starting August 1st, this merchandise will be reduced 20 and 30%, some at 50% off. This is the time to discard your old clubs and get equipped with the latest models, and selected by me to suit each individual for better golf.

Stop in and see this fine stock of golf equipment, and talk it over with me. I will be glad to give you advice if your golf game is sick, and prescribe some remedy for same.

Thanking you again for the patronage you have given me, and hoping that you have reduced your handicap like others who have benefited by my selection of golf clubs, I am

Very truly yours,

The last two winters Livie, with two other Charlotte pros, Bob Clark and Leonard Davis, has operated a golf shop and clinic in downtown Charlotte. Bill has found the store idea an excellent way to move his surplus stock at Christmas, selling considerable equipment to golfers connected in no way with his club. Many players come in from nearby towns, where no pro is located, to do their



The downtown golf store that Livie operates with two other Charlotte pros provides golfers in nearby towns, whose clubs have no pro, regular pro-shop facilities.

pro-shop buying; they find this pro store gives them the benefit of professional advice private clubs pay for. Livie sent the following letter, on attractive holiday stationery, to his membership in December, which called attention to the work that was being done to provide golfing enjoyment for the juniors, and which also mentioned the opening of the new downtown store:

Dear Member:

The 1939 golf season is drawing to a close, and I am happy to say that it has been a busy and a delightful one for your professional.

Your cooperation and patronage in buying your golf supplies at the golf shop has made it possible for me to purchase the finest merchandise at a larger discount, which was passed on to you as a member.

As a professional, it is my duty to make it pleasant for all members to play golf, and I take great pride in knowing that the past season more golfers are using the course and reducing handicaps; also the greater interest in golf events has pleased the Committee, who spend some time planning such tournaments.

The future for all country clubs depends on the development of the juniors, and I am happy to say that your president, Mr. C. A. Cochran and Mr. W. G. Thomas, chairman of the green-committee, have given the right to lay out a small course for this purpose; it is now under construction, and will be ready to play next summer.

It has been an old Scottish custom, which Americans have adopted, to hand down our old clubs to the younger ones, to start them playing golf. Some clubs are useful, but the majority are poor, and are a handicap to the beginner because golf clubs are improved each year.

Being very much interested in the younger players, having so many of them in my class periods during the summer, I have purchased many sets of clubs made to my specifications, for this purpose. I would suggest these as Christmas presents, which will never be forgotten should your children wish to play golf.

I have opened a store at 205 S. Tryon St. for your convenience, as I did last year, and which proved very successful. Mr. Bob Clark and Leonard Davis are in charge of this store where you can select gifts which all golfers appreciate.

Thanking you as a member, also for the co-operation I have been given

A swell job of getting out a newsy and helpful bulletin for pros on the Pacific Coast is being done by Pat Patterson. Pat is compiling the Wilson Sporting Goods Co. News Letter, a monthly publication.

If you're a pro in the Pacific Coast territory and are not getting this Letter, write Pat at 917 W. 8th St., Los Angeles, Calif.

by your committees in making my services very pleasant at your fine country club, and wishing you and your families a very Merry Christmas and a Happy New Year, I am

Sincerely yours,

Livie is thoroughly sold on advertising. Last year he gave each member a small cigarette lighter with his compliments. The lighter carried Livie's name with a reminder that he sold golf merchandise. The investment was well worth while, Bill says. He also gave his downtown golf store considerable advertising in the local papers, listing prices on equipment, announcing that facilities of the shop were available to all, etc. This newspaper plug paid out well, too.

Clock Controls First Tee

Another popular Livie item is the new clock method of regulating starting times at the club. Bill has eliminated one of the common headaches at a busy course by installing a 'clock' that tells each player the time he *should* be on the tee, and the time he *must* be there. Livie noticed that in the first year the system was tried, which was last season, crowding at tees and delays in starting were eliminated, play was regulated all over the course, members were reminded to be punctual and to always reserve starting times, and petty arguments over where and when play was to start became a thing of the past.

Members must now call in to the pro-shop under this system and get their starting times from the caddiemaster. The hands of the clock are set at 5-minute intervals, with the names of the players due to start at that particular time placed on a card holder on the clock. The board and clock is situated between the No. 1 and No. 10 tees, and is large enough so that players who are using the practice putting green some distance away can easily see, by watching the hands of the clock, what group is due on the tee. The face of the clock is designed on both sides of the board, so players on either the 1st or 10th tees can see the time



The Charlotte CC starting clock, which is 7½ ft. high by 8 ft. wide, has clockface, score sheet, black-board and holder for cards and pencils on either side of clock, to accommodate players on 1st and 10th tees.

quickly. Members who have not arranged starting times in advance are taken care of by sending off such players every twenty minutes, with the members having made reservations teeing off at 5-minute intervals in between.

This coming season Livie is making arrangements to have the time on the starting clock moved at 5-minute intervals to coincide with the clock in the locker-room. Thus, players will have a double check on when they are due on the tee. A speaking system will be installed this season, also; under this arrangement players will be notified, if they are in the dining-room or locker-room, 5 minutes in advance of the time they are due on the tee.

Promotion by radio is another Livie advertising idea this season. Bill is putting on a program sponsored by golf equipment manufacturers, boosting lessons and sales through pros, thereby licking some of the store competition that pros are faced with. A few of the programs will be put on from the downtown Golf Clinic and Shop, with part of the broadcast devoted to descriptions of the equipment in the store. This brings about a perfect commercial tie-up; the announcer walks around the store describing, for instance, clubs, bags, balls, and perhaps sportswear. Also, in broadcasts from the studio, commercial announce-

ments are to be made in the interest of equipment manufacturers.

Bill feels that a program that would include a lot of talk on what individuals are doing at the various clubs in the community (such as holes-in-one, who won the different weekly events at the clubs, spectacular shots or amusing incidents, etc.) would interest golfers tremendously. Different pros in the locality will handle the programs, giving the happenings at their particular clubs that week, in addition to important golf news of a national character.

New "Golf In Schools" Book Explains Instruction Procedure

THIRD edition of "Golf in Schools," the National Golf Foundation book to extend pro influence in the rapidly expanding field of golf at high schools and colleges, is on the presses.

The book will be sent to principals and athletic directors of all high schools in cities of 10,000 and more population, to presidents and athletic directors of all colleges and universities, and to all professional golfers having club connections.

Previous editions of the book having achieved their purpose of getting many educational institutions to give golf a prominent place in their physical educa-