

Test Women's Golf Clinics

MacGregor sends Glynn to work with club pros on special drive for women's business.

AN exceedingly interesting innovation in women's golf promotion is being launched in the Los Angeles district. Pros of clubs in that territory, Crawford, MacGregor, Canby Co. and Jerry Glynn of the Knollwood Club (Chicago district) are collaborating in this endeavor to apply to pro dept. operations the merchandising practice of the most successful women's specialty shops and leading department stores.

The enterprise is a women's golf clinic which combines the basic selling principles of the fashion show and the visit of the specialist who's called in by the family doctor for expert consultation. Those two angles have demonstrated strength in influencing women. Just what details will be worked out in applying these principles depends on what the home club pros and Glynn determine as a result of this initial series of sessions.

The women's golf clinic is a development of research Clarence Rickey, MacGregor president, has been conducting with professionals in various districts. Invariably pro figures have revealed that golf equipment sales to women lag far behind the percentage showing of women's lessons. Several clubs showed as high as 80% of the pros' lesson income being received from women but less than 10% of the same pros' sales income being received from the shrill sex. Alarming and baffling to the pros were figures showing that women were doing a pretty fair amount of buying from stores and not especially on a cut-price platform.

The situation mystified Rickey because among pros who were having no pronounced success in selling to women pupils were pros who are standout merchandisers to men members. And don't think that the pros haven't been concerned about the problem.

Powder People Point the Way

Effective merchandising of women's fashions and cosmetics has been done with the fashion show and demonstration theme. The cosmetic people put on demonstrations showing how women of various types of faces should make-up, and with such lectures and demonstrations

draw large crowds of women to stores. The sales hike.

The consultant idea also has been sold strongly to women by doctors.

Glynn has had unusual success in selling to women. He learned that a visit an astute and cooperative pro made to his club could be used directly and impressively in making a consulting diagnosis of a woman pupil's swing. Glynn has a tactful "bedside manner" around the patient which built-up the consulting professional.



"On your targets!" "One of the raiders was brought down by our anti-aircraft fire" the quiet voice of the announcer—in direct contrast to the sullen drone of the enemy planes and the quivering reports of the guns engaging them. It must always be a source of wonderment how so minute a target can be hit: the high degree of success achieved by our ground defenses is a tribute to those who man them. Speed and accuracy are vital. These are the very factors that have established the pre-eminence of North British Supercharged and Pin-Hi Golf Balls: all who play them know how favourably such consistent qualities affect their game.

NORTH BRITISH GOLF BALLS

Not only British—but "NORTH BRITISH"

SUPERCHARGED S.S.
The story of champions
PIN-HI High performance
of the ball

MADE IN EDINBURGH BY THE NORTH BRITISH RUBBER COMPANY

Everytime any of us Americans in the golf business feels like moaning about this, that, or another misery, we think of how the British golf business is keeping its chin up; then we stiffen. Here's one of the North British Rubber Co. wartime ads, relayed by Graham Johnston, showing the "damn the bombs" spirit and making a neat tie-up of the speed and accuracy elements in national defense and play.



ASSURE YOUR BUDGET
OF A

HAPPY
NEW YEAR

WITH

SUPER MINERALITE

And you in turn will be assured of beautiful, healthy, brownpatch-free greens.

REMEMBER:

1. Super Mineralite costs less than 7c per ounce.
2. 1 1/3 ounces per 1,000 square feet, applied at regular intervals, prevents serious, turf-destroying attacks of brownpatch.
3. 2 ounces to 4 ounces per 1,000 square feet immediately checks serious, active attacks.
4. No burning or corrosive dangers. No watering-in required.

A Good New Year's Resolution
"SUPER MINERALITE"

Ask your dealer—Or write us.

AGRICULTURAL INSECTICIDE CO., Inc.
BELLE GLADE, FLORIDA

Time — Money — Effort —SAVE ON ALL THREE!

Reduce your sales effort—but increase your sales. Sounds strange, you say? But not if you're located in the Lytton Building—the golf trade buying headquarters of the world. You'll then 'cash in' on the drawing power of the golf companies, golf publishers, and the golf associations located in this building.

Your Chicago Office Should Be Here!

More pros, by a wide margin, pass through the entrance of the Lytton Building than at any other address. YOU should take advantage of the consequent greater business that 'being in' the Lytton Building gives you. Rents are reasonable, suites are conveniently arranged, and there's not a better maintained building anywhere.

THE LYTTON BUILDING

Golf's Most Famous Address

14 E. Jackson Blvd.

Chicago

So Glynn was given the assignment of working with Los Angeles district pros in this effort to develop greater pro income from women.

Harold Peterson, MacGregor's LA representative, contacted the pros in that territory and booked Glynn for sessions at various clubs. Prior to appearing before the women's group Glynn spends time with the home club pro getting the close-up on the pro's problem and methods and works his demonstration in close coordination with the pro's policies and aim.

Invitation cards on which the home club pro's name, club and time of the demonstration are printed, are supplied to each pro to mail to his women members.

One of the features of the demonstration is supplying to each woman a prescription blank covering major points of the pupil's swing and shot results. The blank is filled in by the home club pro after he and Glynn give the woman pupil a professional examination.

Glynn gives no private lessons. The fundamental theme of the whole campaign is to discreetly and subtly endorse the home club pro's professional standing by the visit of the pro who is collaborating in the research to increase the mutual profit of pro woman-member business relations.

USGA Clarifies Iron Club Face Marking Limits

THE USGA has adopted manufacturing specifications for markings on iron clubs which clarify the present general rule providing that "club faces shall not bear any lines, dots, or other markings with sharp or rough edges made for the obvious purpose of putting a cut on the ball."

The specifications will become effective Jan. 1, 1942. However, the members of the National Association of Golf Club Manufacturers have agreed that all iron clubs manufactured on and after Jan. 1, 1941 will comply with the specifications in their entirety.

The USGA has not changed its general rule governing clubs which may be used in competitions conducted under its rules. The specifications are simply an application of that rule.

The USGA says the specifications were adopted by it because: