

1946. Nobody will be able to afford to get stuck with slow-moving stock, not simply because the capital is tied up but because the slow moving stock is an indication that the shop is missing out on sales by not having merchandise that really sells well. If stock doesn't move and special sales action doesn't work easily (in case you are yourself sold on the item) then have the salesman replace it quickly. New stock coming into the shop means keeping members' buying interest fresh and keen.

For one reason or another you won't be able to get all of your members' business. Maybe it's the member's fault and maybe it's yours, that the member buys downtown. But in either case your best chance of correcting the situation is to first do something discreetly yourself. When you find members who are in the habit of buying downtown, arrange Sunday afternoon games with them. Chances are they'll be very diplomatically converted in most cases, and will become sales boosters for you.

Know All Members

Most of the highly successful businessmen pros I know make it a point to play with different members every Saturday and Sunday. About the most injudicious thing a pro can do is to play with only a few of his members. The member, regardless of the sort of a game he plays, is entitled to have the pro know the member's name and speak to him and really be friendly. And that certainly is the way which the pro can best establish the business relations necessary to his prosperity and security at the club.

The extension of sales development is something that the pro must think about for next year. In some clubs the pros make commission arrangements with locker-room men on sales of apparel and shoes. This is something to consider as it often works out with great mutual satisfaction and profit. The blind bogey is almost a "must" at the well-conducted pro department.

The blind bogey should be run every Saturday, Sunday and holiday with a credit book being kept in the shop for the wins. Any good businessman pro who keeps a watch over his blind bogey books is impressed by the additional purchases of the fellows who come in to the shop to collect their winnings.

The club and bag raffles are good if they're not overdone. They should be spaced with plenty of discretion.

Multi-Club Jobs

A few years before the war I was impressed by the fine work being done, by pros at small clubs who visited neighboring small clubs where there were no pros. The instruction income and playing

equipment and sportswear sales of these alert men compared very favorably with the earnings of pros at larger clubs. There is a great boom in construction and revival of 9-hole clubs that will make this field of groups of smaller clubs one that will reward energetic pro businessmen.

There'll be many younger fellows coming into pro jobs next year. Some of them who appear to be very promising will fail to make good. They'll forget that being a good pro is primarily work and not play. And some of them won't bear in mind that being a gentleman is one of the most important essentials of correctly and profitably handling a pro job. Consider Horton Smith, Byron Nelson and others of the most conspicuously successful pro businessmen, as examples of how gentlemen get ahead in this business.

The newcomer to the pro job will save himself much distress if he'll remember that drinking is something that very few good businessmen do in their offices, and that the club is the pro's office. At times though, it may be good business to join members for a drink, but it should be a soft one. One of the best pieces of advice I ever got from a grand older pro who is beloved by his members and has been for years in a fine job, is that the pro is hired to run an important part of the club's business and not engaged to become practically a member of the club.

Spalding and H. & B. Sponsor World Series Films

★ For a third consecutive year baseball's World Series is "on tour" to thousands of servicemen convalescing in Army and Navy hospitals in this country and thousands more with our occupational forces in Europe and the South Pacific. Sponsored again by A. G. Spalding & Bros. and Hillerich & Bradsby Co., the film records a complete sound picture of the games. Lew Fonseca, promotional director of the American League, headed a crew of 12 cameramen, technicians and electricians, shooting between 18,000 and 25,000 feet of film to make the 2,000 foot two-reel finished product.

Both the 1943 and 1944 World Series pictures were smash hits from the start. Between 500 and 600 prints of the 1944 battle between the St. Louis Browns and St. Louis Cardinals went to all parts of the world, more than 6,000,000 fans viewing the production. Of that total, more than half were servicemen, many at Army and Navy bases throughout the world.

Army and Navy hospitals received the first prints of the series between the Detroit Tigers and the Chicago Cubs.