



"HURRY, HURRY, HURRY, NEIGHBORS!"

The glad, mad cry of the golf salesman in full-tongued pursuit of advance orders again rends the autumn air. The boys are showing the pros nice fresh clubs, bags, etc., which should boost 1950 business when presented to the eventual buyers with the display and other merchandising push smart pro merchants employ in their retailing. In this typical scene of a manufacturer's salesman showing his goodies to the handsome, smiling pro, Bob Hoffner, Kroydon's Pennsylvania representative (right) is telling the wonders of the stuff to Ken Milne (center) pro, Easton (Pa.) CC, while Tate Chiles, Kroydon's new man in the Missouri, Iowa, Minnesota territory listens to the patter and does the writing when Ken says "uh huh, O.K." to Bob.

There was a great upturn in new golfers who are just taking up the game.

Golf business in the shops averaged about 10% or slightly more under 1948. Greatest lag seemed to be in clubs and bags. Ball business, accessories, lessons, rental carts and rental sets were same or above 1948.

Golf promotion by individual pros seems to be on upswing. We had clinics and PGA sectional programs. Many of us used newspaper columns to build interest. Stress was placed on how easy it was for the novice to try golf. Rental carts and moderately priced golf balls were stressed. New players were invited to go out for a trial round with a friend. We tried to show that it was not necessary to take dozens of golf lessons to get started. Tried to make it simple and easy.

Next year we will concentrate on publicity through the newspapers and will continue with the three a week columns in local papers covering golf activities, simple hints for better golf, names of golfers, what they are doing and narratives of golf from the pro angle.

Our merchandising program will be aimed at moderately priced goods; with emphasis on close-out buys if they are available. We will continue to carry a good solid inventory throughout the season and will follow our old system of trade-ins, good terms for payment, and allowing the player to hit a few shots with the clubs that are desired.

Our teaching methods will be made more simple all the time. We will strive to teach as much as possible in the least number of lessons. We have found that if a player can get a sound start in four to ten lessons they play more and develop faster. We stress, practice, play, and lessons in equal proportions.

Our own golf shop will continue its aggressive spirit of giving service, developing younger players, giving fast and efficient interpretation of rules, sound tournament management and being ready at all times to carry through a snappy golf program. We have found that aggressiveness in our pro dept. is the best policy. It gains support and keeps us in the golf spotlight.