

The reconditioned clubs sold at reduced prices go not only to amateurs contesting in the prom-am events but draw shoppers who don't happen to be playing. If the clubs are sold the pro owner gets the money. If not, he takes them home. The bargain clubs are well displayed.

Portland pros have found that the cooperative enterprise has helped new club sales by providing a market for trade-ins and has supplied people in lower income brackets with unbeatable bargains in clubs. The over-all result has been to show golfers in the district that good clubs at all prices can be obtained from pros.

The used club deal is getting to be the same sort of a problem to many pros as the used car problem is to automobile dealers. There was a good suggestion on the back of admission tickets to the National Open at Merion. It read: "Be a pal to a beginner. Your discarded equipment will help start a worthy boy or girl in 'The Game of a Lifetime.'" But too seldom is used equipment donated to kids. In some instances pros have exhibited in their shops cut-down clubs for smaller kids they've made from discarded clubs and have taken off the trade-in market some clubs at an allowance which is represented by the time used in cutting down the clubs. But the scarcity of assistants qualified to do even this sort of clubmaking has kept that good showmanship and market development sharply restricted.

#### Tell Your Story

Although the trade-in arrangement and the time-payment deal can help merchandising at some clubs when applied with good judgment by the pro, the matter of acquainting the members or the non-mem-

ber golfing public with the pro shop's capacity for meeting any price requirement with pro-approved playing equipment can't be left on an individual contact basis. Everybody who might come into the shop should be informed that the pro is in a position to be top man in any competitive price situation.

Not enough of this has been done in pro shop merchandising.

Roy Owen, pro at Hillcrest CC, Boise, Ida., has a pro shop sign that gets all prospective buyers of golf equipment to "Stop, Look and Listen" and generally has them buying from Roy, according to Bob King, MacGregor Golf's Pacific Northwest representative.

The Owen sign, attractively lettered and prominently displayed in his shop, reads:

"I will guarantee that I can supply you with any type of golf club, bag, ball or other golf merchandise at a price as low or lower than you would pay in any store. My merchandise is the best available and is fair-traded. I depend on your business for my livelihood.

"Your satisfaction is completely guaranteed and you can buy on terms as well as cash.

"Let me prove to you that your pro can handle all your golf needs."

Owen is only one of hundreds of representative pro merchants who is solving his competitive problem by telling his story to his prospective buyers, and not hoping for a solution to be dropped into his lap. His typical case explains why, with more golfers and with more store competition, the pro command of the dollar volume of the golf market is getting stronger.

## USGA COMPETITIONS FOR 1951

**Walker Cup Match:** May 11 and 12 at Birkdale Golf Club, Birkdale, Southport, England. Men's amateur teams, Great Britain vs. United States.

(Dates entries close mean last dates for application to reach USGA office, 73 E. 57th St. New York 22, N.Y., except in the case of the Amateur Public Links Championship. For possible exceptions in dates of Sectional Qualifying Rounds, see entry forms.)

Championship	Entries Close	Sectional Qualifying Rounds	Championship Dates	Venue
Open	May 21	June 4	June 14-15-16	Oakland Hills C. C., Birmingham, Mich.
Amat. Public Links	*June 1	**June 17 to 23	Team: July 7 Indiv.: July 9-14	(not determined)
Junior Amateur	July 2	July 17	July 25-28	Univ. of Illinois, Champaign, Ill.
Girls' Junior	July 30	—	August 13-17	(not determined)
Women's Amateur	July 23	Aug. 7-8	August 20-25	Town and Country C., St. Paul, Minn.
Amateur	August 13	August 28	Sept. 10-15	Saucon Valley C. C., Bethlehem, Pa.

\*Entries close with Sectional Qualifying Chairmen. \*\*Exact date in each Section to be fixed by Sectional Chairmen.