

As a professional at a public course knows, his club market is not cash, but the avid golf fan on a limited salary, whose intentions are the very best, and who would buy that new set of irons if he could pay \$30.00 down and \$5.00 per week. This contract offers a businesslike way of providing for the faithful followers of the game.

As you can see in the contract, the pro retains title to the clubs until they are fully paid for. This is very important, for I know of several cases where golfers have sold equipment on which they still owed the pro a balance. While I'm sure it would never be your intention to press for collection on this basis, except as a last resort; it still gives you something to hang your hat on, rather than Bill's word that he owes you \$25.00.

It's a funny thing about psychology but most people are more conscious of a debt they have contracted over their signature than they are of one contracted for by word of mouth.

Joe Lally, professional at the Seneca Golf Course in Louisville, Ky., has adopted this form and in addition has devised a concise Credit Application that he uses in instances where the customer is not known to him.

The budget plan of buying is so extensively used by stores that the pro in many instances is almost compelled to offer a purchase plan of this nature. It seldom applies to the situations at private clubs but at the public and daily-fee courses the installment buying method is practically a "must" if the pro intends to work his market possibilities thoroughly.

This conditional sales contract puts the transaction on an easily understood business basis so the buyer knows what his obligation is and there's no risk of the buyer coming back and saying he misunderstood the terms of the deal.

Inasmuch as the buyer is not charged for interest or carrying charges he gets a better deal than he usually would get on a time payment plan. This protects the pro against the tendency to give too much of a trade-in allowance.

The pro, of course, must realize that it is going to cost him some bookkeeping time and interest money to operate this sort of a deal properly. He has to balance these costs against the increased profits of greater sales of first grade merchandise. Experience of men who are using this plan shows that the pro adds a good net profit from the time-payment sales and gets golfers into the habit of buying all their golf equipment at the pro shop. The fellow who comes in to make his installment payment is a prospect for buying balls and other items of small and moderate cost that are stocked in the pro shop.

It's On The House

By TOM REAM

Mgr., Westmoreland CC

* * *

Work hard to make a good name for your club; and then work still harder to keep it. Nothing is so valuable as a good reputation, but once lost, it becomes a big job to reestablish it.

* * *

In the club business, "Getting into an argument," indicates that it is something we step into.

* * *

Remember that a lot of promising club careers have slipped on the banana peel of having a drink with a lonesome member.

* * *

A good club man never finds a member or guest unreasonable.

* * *

The club man who says that members are not appreciative is usually a club man who is not appreciative of his members.

* * *

Club success calling Mr. Conscientious Worker.

* * *

Clothes do not make the man, but go a long way toward inculcating a sense of self respect and a habit of neatness in daily tasks. Clothes neat, clean, well fitting are indispensable to people in the club business, whether in the front or back of the house. They are an index to the hospitalities, to graciousness of the servers.

* * *

If you wait to repeat it until you have proof that it's true you'll never do any gossiping around the club.

* * *

It's bad to have some members find you such congenial company that other members can't find you at all.

* * *

Costly club accommodations achieve nothing if the personnel isn't accommodating.

* * *

The value of a club lies in the number of members it has.

* * *

Making one's self agreeable in club business implies the obligation to take one's self by the scruff of the neck and disciplining one's self, if that is necessary to gain the desired result.

* * *

In club life there is only one important time, and that is NOW.

* * *

It's what we learn after we think we know it all that counts.

* * *

Show yourself an astute club man by recognizing that the bombastic member is only covering up an inferiority complex.

* * *

A not so new club with a manager with new ideas will do better than a club with a manager with not so new ideas.