

A chore every salesman hates is trying to collect over-due accounts but most of them are obliged to do it. Believe me, a salesman hates worse to ask for money than the pro does to have him ask for it and a pro can rest assured when a salesman puts the bite on him he has been directed to do it by the company. Usually a pro from whom a salesman is asked to collect is a chronic past-due account and can think of more excuses for not paying than a kid can for not going to bed. He is also a past-master at the art of dodging the issue. But if he can bring himself to pay at least something on account the salesman can show the credit department he has made the effort. When a cash payment is made the pro should get a signed receipt.

A pro who is not habitually past due with suppliers but simply happens to have run into tough luck or to have over-bought and tied up his funds temporarily should write to the companies, explain the circumstances and tell them when he expects to be able to pay. If he does this he will find credit managers leaning over backward to co-operate. The most exasperating people credit departments have to contend with are ones who owe money and won't answer letters or in any way signify intent to pay.

One big headache for a salesman is the occasional pro who is sore at the company and won't do any business with them. He is often peeved over something that happened ten years ago in another part of the country. Whatever it was that happened may have been the company's fault or the fault of some individual who worked for the company but anyhow the pro is pig-headed about it and absolutely refuses to buy or talk to the representative.

It is of course true that a salesman represents the company he works for and when a pro has a gripe against the company it is natural he should make it to the salesman. A salesman is always on the side of his customer and if there is anything he can do to straighten out the matter you can bet he will do it. But he can't turn back the clock and any pro who holds a grudge against a business concern for any length of time is being juvenile. The fact that the concern has been able to stay in business and presumably prosper indicates their methods cannot be far off the regular line, and because some person who once worked for them once did something that rubbed a customer the wrong way is certainly no reason for the customer to keep the house on his black list forever.

Most of the salesmen who call on golf pros regularly like the pros. They like to call on them, talk with them and of course they like to do business with them. In most shops all salesmen get a good break because the great majority of pros are experienced enough in doing business with

people to know it pays to be courteous, but one or two inconsiderate pros can spoil many a day for the boys. It isn't that they won't buy. It's simply that they won't look and listen for a few minutes. Nine times out of ten it's for the reason Joe Blow gave and the tenth time it's because they're afraid they might weaken.

But if they looked and listened for a while and bought just a little or even didn't buy anything they might learn a bit more and surely they would make boosters instead of knockers. It's a small world. As businesses go, golf is not big. We all ought to give one another a break when we can.

## Golf Equipment Production \$46,971,306 in 1951

Athletic Goods Manufacturers' Assn. figures on 1951 production show golf equipment production (at factory selling price including excise tax) at \$46,971,306.

Golf equipment production for 1950 year was reported as \$41,789,127.

In 1951 golf again was the largest classification of athletic goods manufactured. Baseball and softball was second with \$26,067,383, athletic shoes was third with \$12,103,461.

Total production by the Athletic Goods Manufacturers' Assn. in 1951 was \$115,834,944 at factory selling prices. The 1951 total was \$1,261,941 below the previous year, with an almost \$3,000,000 slump in baseball and softball equipment.

Comparison of 1950 and 1951 factory sales of golf equipment:

### NUMBER OF GOLF CLUBS

1950	3,379,658
1951	4,030,331

### DOZENS OF GOLF BALLS

1950	3,030,159
1951	2,920,340

### NUMBER OF BAGS

1950	514,745
1951	482,399

In 1951, 2,842,139 irons and 1,188,192 woods were sold by the factories; the overall ratio of wood to iron sales being about the same as in 1950.

Interesting changes were shown in the price classes. In 1950 top grade irons were sold in almost twice the number of the second largest selling price class (the irons that sell at \$2.76 to \$3.60 at factory prices). In 1951 the top grade irons still led, but in second place and only about 56,000 back was the price class of irons that sold at factories for \$4.01 to \$5. Increased production costs were reflected in all figures.

In 1950 the leading classification of woods was in the top price bracket but in 1951 most woods in the second of the four price groups (the \$5.41 to \$7.50 group) were sold.