

1951 and now in 1952 I featured another line. Time is approaching when another change has to be made.

Customers Are Bosses

In a period of three years with as good selling as can be done without scaring the customers with high pressure I know that I saturate my market to the point of diminishing returns. I would like to continue to feature the clubs I have been pushing. They are very good or I'd never have bought and presented them in the first place. I like the salesmen and I like the companies. We all have got along very well together. But my members who haven't bought these lines for reasons that I certainly haven't been able to blast by steady, diplomatic and close-up salesmanship are not going to buy just because the salesman and his company and I like each other.

I think I know, and apply in selling, the value of a manufacturer's name of very high repute and try my level best to

concentrate the manufacturer's national advertising effectively at my point of sale. It works for two or three years in the case of each first class manufacturer, then to make sure that my members are allowed their "say" in my shop operations (and they'd got to have if I'm going to stay and make a profit) I give the other fellows a chance.

When the salesman learns that I'm not wedded to the line until death do we part, he doesn't need to be sore at me. My customers control my actions and it's no great secret that they are independent of manufacturers and of me. The manufacturers and I have to keep wooing them and it's life not to have the course of true love run smooth.

I can appreciate the golf salesman's optimistic hope. I, too, wish that all who come to my club bought something from me. But they don't, and I just have to keep after them, knowing that some day if I keep on the job, thinking and pleasant

CLASS IN CAPPS' SHOP AT DESERT INN

When Howard Capps left PGA Tournament Bureau management to become pro at Wilbur Clark's de luxe Desert Inn CC, Las Vegas, N. M., he brought with him ideas for pro shop arrangement and fitting he'd picked up at clubs all along the tournament circuit. Here's one view of the neat and colorful shop. No opportunity for appealing display of golf merchandise is overlooked anywhere in the shop. Capps has with him at Desert Inn George Bruno as teaching asst., Doug Grochow, shop mgr.; Milton Ross, tournament mgr. and starter; Spencer Trask as teaching asst. and starter and Ed Wardell as business mgr.

