

"The pros have done a great job of getting golfers to dress better, but, for this \$8,000,000 of sportswear business I hear the pros are doing yearly, they've had the minimum of advertising help from manufacturers and distributors. Pros are beginning to find out there's money in the word 'exclusive.'

New Selling of Basic Items

"Apparel is style stuff and lends itself to the 'new' sales treatment. But, where a pro really has to sweat his brains to freshen his selling is in connection with the basic items of clubs, balls, bags and strict-ly golfing gimmicks.

"The selling problem with golf clubs and balls is that they last too long. If it weren't for the manufacturers wisely changing models drastically, especially on irons, every few years we'd have players trying to use the same set of clubs for ten years. Woods are kept even longer than the irons because head changes are not as obvious to the rank and file of golfers. The new Rocket shaft has boosted club sales. Particularly for pros like myself who followed through on the company's strong advertising and made a campaign to their players on the shaft being new and better. Apparel people could take this shaft campaign as a good example in taking advantage of well

aimed advertising to work with pro outlets."

Then this professional made a comment that has GOLFDOM wondering just how it can pass the judgment tactfully to manufacturers. He said, "I get new ideas in the editorial pages of GOLFDOM and look through the ads to see how I can use the new ideas to sell more. Many times I'm surprised how manufacturers miss the boat by not advertising their products so they really look like they're big and new. I never have failed to put across something that had big, strong ads running steadily in GOLFDOM. But I'm not running any manufacturer's business. I'm only saying that I've found it pays me to merchandise on the platform of something new and better coming up all the time.

New Studies of Members' Needs

"I go over bags in my rack and see what my members should have. Then I do some delicate sharpshooting. A member should have a wedge. I see him when he's got a few moments to spare and my teaching assistant or I say 'I want you to take my wedge along the next time you play.' Then he gets a quick lesson. Next time he plays I tell my shop boy to slip my wedge in his bag and tell the member to give it a trial.

"I've sold a lot of wedges that way.

"Sometimes I even have a member using woods or irons of other members who don't happen to be playing. I know the clubs would be better for the fellow and I ask permission to have them used. It makes the man whose clubs are loaned feel that he's got superior equipment and it gets the word around that I am really trying to help players get what they can use best. This loan idea you can't use often but it sold five sets of woods and three sets of irons for me last year.

"The 5-wood idea has been great for me. We've got four holes where that club comes in handy for a lot of our members.

"I've had 5-woods made up for women and they really have gone very well. Three of the 5-woods I sold to women worked so well the women got their husbands to buy them new sets.

Women Need the New Idea

"Something else I missed before I got the 'new idea' policy was the volume of women's business I should have had to be doing a good job for them. Many of the more active women players at clubs have had their woods and irons so long they got numb to the notion of getting something new. No wonder a lot of them don't



GOOD WITH THE WOODS

James Reid, supt., Brooklea CC, Rochester, N. Y., sent this one for hot weather use, showing how Brooklea members keep warm in winter. L to R are A. Cook, Green chmn. F. Levrgans, W. Myers and G. Adams, who with golf committee chmn. E. Olson who took the picture, worked all winter trimming course trees and cleaning away tree damage done by storms. Reid figures they saved the club about \$3,000 and got work-outs that got them in great condition.