

els. John can take care of them from a big, very well displayed stock. Many times customers come in with their minds made up to buy a cut-price set, look around, and sell themselves something newer and more expensive.

He takes trade-ins, reconditions them and sells a lot through his own shop. His advertising has the inviting line "Convenient Credit Terms." He handles his own financing, investigates and knows his people, and his credit losses are very small. He says that keeping simple records and not letting either the records or the buyers get behind, takes care of the credit problem.

The trade-in deals call for astute handling for, as Bobick points out, "Some fellows delight in trying to bargain and trade and try to get a whole lot more of an allowance than their old clubs are worth. If you fall for them, you blast your whole price structure and might weaken the trade-in situation all over the district. I trade them fair because the kids and the office and shop people who want to try golf without spending much money need the reconditioned trade-ins but I can't give away profits and stay in business serving and enlarging the golfing public."

Bobick looks at public course pro shop advertising as something that shows a city operation is being conducted in a modern business manner for public service.

And as a reminder to men in pro golf he adds: "The operating costs add up to an overhead that people outside of pro golf never will realize. They are so steep they require that the pro increase his sales volume as the profit per item and the seasonal nature of golf business in most territories have you whipped on small volume.

Ads Bring Them In

"A great deal of a pro's time on his job must be spent at essential work which brings him no direct return. So he must figure out a way of getting customers to come into his shop.

"I've found the right answer in newspaper advertising and it has made customers and money for me and got more people taking advantage of a recreation asset of the city.

"I've been told I am the biggest user of newspaper advertising space in pro golf. If I am I'm sure that a lot of fellows on bigger jobs in other cities are going to beat me and make more money and serve the golfing public better by good coordination of buying, display, market promotion and newspaper advertising space.

"I hope they do. They may feel faint, like I did, when the campaign was new and money was going out because people hadn't got accustomed to looking at the ads. But when they keep at the advertising steadily and with the right copy, it will pay out in good shape."

U. S. vs. Foreigners' Team for May International Cup

GEORGE S. MAY of Tam O'Shanter CC (Chicago dist.) is inaugurating on Tuesday and Wednesday, August 10th and 11th, the first George S. May International Cup Matches to be played at Tam O'Shanter. These dates fall between May's All-American tournament and the World Championship.

Eight leading men professional players in the All-American tournament representing the United States and the eight leading professional players in that same tournament representing countries outside of the United States will play a two day match.

Tuesday will be team play and Wednesday, single play. The winners of the match will receive the George S. May International Cup.

These international matches will be played annually hereafter at Tam O'Shanter in conjunction with other events.

AN 88 FOR NOVAK'S 25



When Joe Novak, Bel-Air CC (LA dist.) pro and former PGA pres., returned to the club from his trip with the Ryder Cup team he really got a welcome. The club gave him a dinner and an 88 Oldsmobile in celebrating his 25th anniversary as Bel-Air's pro.

Left to right, as the keys are given to Novak: Gien A. Ransom, Bel-Air tourney chmn.; Joe Novak; Charles L. Nichols, Bel-Air pres.; and Jack Monte, Bel-Air mgr.