



RYDER CUP COMMITTEE MEETS AT PALM SPRINGS

Members of the committee sponsoring and conducting Ryder Cup matches at Thunderbird CC, Palm Springs, Calif., Nov. 5-6, embellish the above illustration which presents, L to R: Florian G. Boyd, Mayor, Palm Springs; Harold West, Pres., Palm Springs Chamber of Commerce; Harrison Smith, Gen. Chmn., Ryder Cup Matches committee; Phil Harris, chmn., Ryder Cup Matches entertainment committee; Joe Novak, chmn., PGA International Matches committee; Fred Karlen, pres., Thunderbird CC; Milton Hicks, chmn., Golf Course committee; Jimmy Hines, Thunderbird pro; Robt. A. Hudson, Portland (Ore.) tournament sponsor, who represented British pros at the meeting. Thunderbird is having considerable reconstruction done to prepare the course for the Ryder Cup matches. New bunkering, more length, and more exacting rough, will be new features.

it is outstanding. It is in the material itself along with the proper manufacturing.

Let us take, for illustration, a wood club: the head is carved from a block of wood. It is attached to a steel shaft and the grip is put on. After the head is finished smooth and bright it might easily look very fine and in fact to the newcomer in golf may look as good as any other club. Right here, however, is quality, again—the grade of wood from which came the head, the quality of steel in the shaft, and the quality of the grip. Second grade quality in these three items does not make the top grade article.

Must Tell Sales Story

We all know that merchandising usually goes hand-in-hand with advertising. That is the way it is handled by downtown stores. As professionals we rarely can advertise in newspapers, for various reasons, so we must get the needed information to our club members by other methods.

A very good method bearing a personal touch may be three letters a year to each of the members: a spring letter for the opening gong of the season mentioning the new lines, a midsummer letter to carry on through the summer months suggesting vacation needs, and a letter prior to the holiday season to promote the gift buying spirit at your shop.

Always get across the point that the pro line of any merchandise is not mis-

represented. The golf professional cannot afford to sell unsatisfactory merchandise at any price.

It is up to every pro to resort to a method best suitable to inform the members of what he has to offer. Members do not go to the trouble of finding out what you have so you must inform them.

An overcrowded shop is a handicap to merchandising. Less on the shelves, racks or tables, but all that properly arranged, is beneficial in the promotion of sales.

Sales are often retarded by articles that remain on shelves day in and day out. It is good business to mark these items down and get rid of them. Any type of merchandise commanding this valuable space in the shop becomes unsightly and should hold no space.

We are all aware that many of our shops do not provide enough well balanced space for the display we would like; then why glut it with dead timber?

It is also noticeable that pro shops may be rather monotonous in their sportswear. This might mean that we should vary our lines. Quality again, but different, with eye appeal—not sameness.

It is of top importance that the pro, along with his assistant, devote time and thought to better methods of sales approach, better means of selling and the building up of confidence. With those he improves his service to the club as its professional.