



LIGHT MAKES HEAVY SALES

Frank Donovan, professional and owner of the Clover Hills 9-hole course at West Des Moines, Ia., makes providing golfers with equipment, apparel and supplies a strong feature of the very attractive and mutually profitable service at his club. Donovan's shop shows that light—natural and electric—sells what golfers need. Donovan brings the sunlight mood into his shop and spotlights equipment about the same way a stage manager draws attention to the stars. The north end of the shop has a display window that is kept lighted until 10:30 every evening. The window faces a well-traveled highway and plenty of business is originated by the view that motorists get of the bright shop. There's storage space under the window. That's handy for providing the right sizes or additional stock for display. The cap display suspended from the ceiling is colorful. Donovan features his "budget plan" for buying golf equipment and has many

aries, operating costs, insurance, shipping charges and other overhead that the member does know about. Then I ask if the member thinks that the pro does \$90,000 worth of business a season in his shop—which he would have to do to net \$18,000 out of the shop—or even could boost shop profits plus plenty of lesson income and club storage and cleaning up to \$18,000.

Increases In Ten Years

Then, when a club official or member of a first class private club begins to see more about the financial facts of pro life he gets a better appreciation of the pro as a businessman.

Now on the club price situation; to

really know what the score is you might look over some comparative price figures supplied by Henry Cowen, pres., MacGregor Golf Co. The figures are representative of the price picture with other leading manufacturers.

The limitation order on club manufacturer in wartime was rescinded about in May, 1945. It wasn't until 1946 that the industry had anything like a normal production year. Even then the manufacturers couldn't get shafts, forgings and wood heads, grips, etc., equal to demand. So production naturally was heavier in the higher price brackets.

The highest priced 8-iron sets sold at retail for \$80 in 1946. Ten years later the



golfers buying top quality equipment on a "buy now—pay-later" basis. The south end of the shop has a display window that faces the first tee. While they're waiting to tee off they get an eyeful of tempting equipment. That display also is frequently changed to keep it always busy reaching for sales. This window usually features "Specials" that Donovan is pushing. The bag display rack is Frank's own design. It can be moved around. It solves a problem that has bothered many pros who have figured that there's just one place in their shops for bag display—often a rather out-of-the way place—yet know that they could sell more bags if they could keep the bag display looking always new. You'll see more good looking bags owned by players at Clover Hills than by members at many private clubs. The putter rack is of the "lazy susan" type that turns around. The movable rack in the left foreground is for approach clubs and wedges. Women's clubs are displayed in a special section not shown in these pictures. Donovan also has a special section of clubs for left-handers. There are just enough chairs to invite waiting and looking around in the shop. Flooring is rubberized tiling and like everything else in the shop is kept immaculate.

retail price is \$125, an increase of 56.25 per cent, which is less than the percentage of increase of most cost of living and housing items and a great deal less than the percentage of increase in most quality items that are not strictly essentials.

And here is something that will amaze most golfers: In 1946 the lowest priced irons sold at pro shops retailed at \$7.50 each. For 1956 the lowest priced irons are 50 cents less!

Pricing Problem

If anybody is scared that the higher prices are going to trim the pros down in the market by making golf too expensive, let him look at those lower priced iron figures again.

There is no rule that requires the pro to sell exclusively the top priced clubs. The only reason he does it is because he wants to supply his market with the best. That policy has worked out very much O.K. for the pros as they dominate the golf market and have dozens of other kinds of retail outlets fighting among themselves for the cheap business. But if a pro, after studying his market, sees that his price range should be extended to be a better fit for more economic brackets, he ought to direct his selling efforts accordingly.

It is a sure thing that the pro can—and does—get better clubs in the lower prices than most other retailers get, so if