



Gus Salerno (center), Hampshire CC pro, and his brother, Dom (left) who has been his assistant for 12 years, and club manager, Pete DeAngelo.

Sell Yourself—Sell Your Product

Gus Salerno Uses a Handful of Everyday Strategems to Build A Nice Volume at His Hampshire CC Pro Shop

GUS SALERNO, who has been head pro or an assistant at Hampshire CC in Mamaroneck, N. Y., for 15 years, is firmly convinced that success or failure in operation of a pro shop is directly proportional to the degree of popularity a pro and his staff build up with the membership.

"This isn't any earthshaking news," Gus adds, "but it is something that we constantly have to remind ourselves is the most important part of our job. It goes back to what Dale Carnegie said 25 years ago about selling yourself and you sell your product."

Gus, who was installed in a new shop three years ago at a club that has spent nearly \$1,000,000 since 1945 in rehabilitating its property, says you don't have to

look very far to find ways in which to make your membership give you a continuing vote of confidence.

It's as simple as playing at least one round a year with every member and that includes women, says Gus, emphasizing the latter point. Another is to get every possible member to play with you in the pro-ams and not just confine your partnerships here to a few of the club's star golfers.

Gus' shop, which is a study in birch and pegboard, is unlike most shops where the conventional photo gallery is concerned. "Most shops," says Gus "have only pictures of the leading playing stars. We feature photos of members exclusively.

"There's psychology behind it," Salerno
(Continued on page 64)

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No Excise Tax on Prizes

A recent ruling by the Internal Revenue Service may result in substantial savings to clubs. Ruling 58-125 IRD 1958-12 recognizes two federal court decisions which hold that sales of merchandise to organizations such as golf clubs for use as prizes and awards are not subject to Federal Retailers excise tax if clearly made on a wholesale basis. Most clubs buy tournament prizes on a wholesale basis and if this ruling is called to the attention of the wholesaler, he should agree not to charge the tax and should be exempt from payment under the Revenue Service ruling.

Sell Yourself

(Continued from page 38)

explains. "If we had Hogan and Jones and Snead, etc. adorning the walls, the members wouldn't look at the photos a second time. They prefer to see themselves, which is only natural. They occasionally bring their friends in to see their photos or sometimes they start reminiscing about where this picture or that was taken, the occasion for it, etc. This often keeps them in the shop a little longer than usual and whether or not they realize it, subconsciously taking note of our merchandise. Many times the photos lead to friendly conversation.

"The upshot of all this," the Hampshire pro continues, "is that it gives me or my assistants a chance to slip in some plugs about our golf equipment and sportswear. I hit on the member photo idea seven or eight years ago and I'm convinced that it has given my business a real shot in the arm. Maybe as much as an increase of 30 or 40 per cent."

P. S. Pros who complain about not being able to sell merchandise to women, might try giving one of Salerno's standby stratagems a trial for a week or two. It's as simple as this: Always downgrade a woman's size. If you're sure she can't be anything but a Size 16, don't suggest it. Tell her you think she wears a Size 14. She'll not only be grateful for it, but buy the merchandise about three times out of four.

Americas Cup Team

The following amateurs have been invited by the USGA to be members of the Americas Cup team for the biennial match with Canada and Mexico at Olympic CC, San Francisco, Sept. 5-6: Rex Baxter, Jr., Charles R. Coe, William J. Patton (capt.), Hillman Robbins, Jr., Mason Rudolph, Dr. Frank M. (Bud) Taylor and Harvie Ward.