



When selling a club or a set of clubs, Leonard says, I emphasize two things — the quality of pro line merchandise and how properly fitted clubs can improve a golfer's game.

does exactly this through records he keeps. This results in heavy sales of golf balls.

This glass-covered counter has three tiers. Displayed there besides balls are head covers, caps, hats, shirts, and miscellaneous items. Nearby are displays of shoes, ladies' jackets, umbrellas, gloves, sweaters, socks, and slacks.

Fox Meadows, of course, has only quality merchandise. Leonard and club officials believe in a liberal policy on returns.

"Any time a club member says merchandise is faulty, we take it back," Leonard says. "This occurs very infrequently because we stick strictly to pro-only brands."

A great deal of merchandise can be sold by using a few of the ideas adopted by Leonard. One of them requires only a little time, yet it can pay off big and make friendship ties closer with members. This is his policy of keeping a record of birthdays and wedding anniversaries of wives and husbands who belong to the club.

"Everybody appreciates being remembered in this way," says Leonard. "All it requires is to get the list of dates and spend a few minutes on the telephone as these dates draw near."

Well Rounded Stock

Another thing that pays off is to send letters with small folders showing pictures of gift items for golfers. This is especially good during the pre-Christmas selling season, but is applicable to birthdays, Mother's Day, Father's Day, etc.

While developing a desire in members to buy, it is well to make sure that the shop has everything, the Fox Meadows

Country Club pro says. "Members have the right to expect anything and everything in the golf line to be obtainable at the shop," Leonard maintains. "At most clubs, members should be educated to the fact that if golf merchandise can be bought anywhere, it can be bought from the pro."

Another thing about successful selling in the golf shop pointed out by Leonard is fundamental, yet often forgotten by the club pro. It is very simple: A golf professional should not go out and play golf every day.

"While there's a time to play golf, there's a time also to stay in the shop," he says. "Many times people come in to buy something and, although someone else is taking care of the shop, they will pass up the purchase and say, 'I'll see him later', referring to the pro. They may go elsewhere to buy the merchandise if the professional isn't around."

Another reason for being on hand at the Fox Meadows shop is that it has three tables, each with four chairs, where members can eat, lounge, and carry on conversations. Leonard can talk to a lot of people and find opportunities to make friendships a little more binding, thus getting business as a direct result.

The golf shop has storage space for all members in the storeroom. Small repair work is handled in the Fox Meadows shop. Fortunately for Fox Meadows, Bert Dargie, one of the best golf club men in the business, is located in Memphis. He handles major repair work and makes special type clubs needed.

Golf Writers' Officers

Bob Drum of the Pittsburgh Press is the new pres. of the Golf Writers' Association. He succeeds John Walter of the Detroit News.

In their annual meeting at Augusta, the writers elected Merrell Whittlesey, Washington Star, 1st vp, and Larry Robinson, New York World Telegram and Sun, 2nd vp. Charles Bartlett of the Chicago Tribune was reelected secy-treas. Lincoln Werden, New York Times, is chmn of the board which is composed of Irwin Smallwood, Greensboro (N. C.) News, Howard Gill, Golf Digest and Ken Murphy, St. Paul Pioneer-Press.

Pocono Meetings

Pocono (Pa.) Turfgrass Assn. has scheduled seven meetings for the balance of 1959, according to George Smith, program chmn.