



## STANDARD'S NEW LOW COST TEE MARKERS JUST \$1<sup>25</sup>

**Virtually Unbreakable  
Bright Lustrous Finish  
Tremendous Resistance  
To Scratching, Marring**

The finest low-cost tee markers available! Solid plastic - almost steel hard - won't split or crack. Super-tough 3 layer finish of special resin resists scratches, bruises . . . stays bright, new looking. Sparkling colors highly visible. 3½" diameter, 4 inch spike. Your choice of red, yellow, blue white.



**STANDARD MFG. CO.**  
CEDAR FALLS, IOWA.

*It's As Simple As This*

## Enthusiasm for Members, Products Is Best Sales Standby

By JOHN CAULKINS

Sales rep, PGA Golf Equipment Co.

I've seen the pro merchandising picture from both sides of the counter — as an assistant pro for four years and as a sales rep for the last two.

I like to think that I was a fairly competent merchandiser when I was working in a shop. But there is nothing like working as a sales rep and traveling around a little to show you where you may have been deficient when you were working on the inside. You see yourself and your shortcomings reflected in many small ways in many of the pros and assistants you talk to.



Caulkins

Generally, in its members and players, the pro shop staff is dealing with the most congenial group of people there is to be found. When these people come to a course they either have pushed aside their cares for the day, or they are trying to. If they ever are in a buying mood, this is the time for it. Congeniality, a little enthusiasm in the greeting the pro or his assistant gives them, may be all that's necessary to set them off.

### You Start with An Advantage

As for merchandise, the pro staff should work up real enthusiasm for it? If it isn't the best money can buy, it's awfully close to it. The competition doesn't have anything to equal it from quality and price standpoints, but it's up to the pro and his assistants to sell and keep selling these points. It takes enthusiasm, among other things, to do this.

I have stood off to the side many times in making my rounds and watched the people in the shops greet golfers as they come in. At the more successful places, members are treated as if the shop employees are genuinely glad to see them.

## **TOP DRESSER-SPIKER** **and ROLLER without HOPPER**

Also available with hopper

### **POWER DRIVEN**

3 horse

4 cycle motor



## **FRASER-WILLIAMS HAND OPERATED TOP DRESSING MACHINE**

### **FRASER TOP DRESSER-SPIKER**

Box 761

Brevard, North Carolina



At other spots, where business perhaps is just fair, the greetings usually are no more than perfunctory. How can anyone succeed in business when his attitude is cold or indifferent?

#### **Old Fashioned Handshake**

What's wrong with the old fashioned handshake in greeting golfers you haven't seen for a week or so. Or, warm and cordial treatment of the women players? Every sale you make starts the moment that golfer comes in the door of the shop. Whether you sell more than the customer actually intends to buy may depend on the way you greet him. Have you ever stopped to speculate on the sales you may have missed because you may have been indifferent to members when they came into your shop?

There are a few other things that come under the heading of "welcoming the member" that I think the pro and his employees should keep in mind. Every time a member brings a guest to the club to play, there is nothing wrong in assuming that the guest may be the member's boss. So, why not go out of your way in being just a little more cordial than ordinarily to both of these people? What it

amounts to is "putting it on" a little for the benefit of the member. It doesn't cost you anything to do it and, if you have to look upon these gracious acts with a mercenary motive in the back of your mind, remember it may eventually do you some good.

#### **Degree of Familiarity**

I think that every pro and his assistants should determine as quickly as possible the degree of familiarity that should be used in greeting members. Some men don't want to be called Mr.; others practically insist on it. It's up to you to separate the rather austere people from those who are a little more down to earth. As for women players, I feel that you are wise to avoid first-name calling if they are married; and most single girls certainly resent being referred to as "Miss".

It's rather surprising that some pros avoid playing with the poor golfers at their clubs. This attitude even extends to the giving of lessons. There are few in the fraternity who feel that because they can belt the ball 250 yards and score in the low '70s they shouldn't have to be burdened with teaching or playing with a member who shoots above 90. This attitude doesn't make sense. Most mem-



# FUTURUS CARPET TILE

**HANDSOME, DURABLE FLOORCOVERING  
ECONOMICAL TO INSTALL—MAINTAIN**

- Absolutely safe and skidproof, wet or dry.
- Will wipe dirt, grime or moisture from shoes.
- Women's spiked heels do not penetrate its surface.
- Highly resistant to spiked soled golf shoes.
- Not affected by exposure to fresh or salt water.
- Can be easily installed by anyone.
- Use outdoors or indoors—completely weatherproof.
- Has excellent sound proofing qualities.
- Neutral color tones blend with any background.
- Guaranteed for THREE years against ALL traffic.

FUTURUS CARPET TILE is made from selected truck and bus tires with nylon cord buffed to chenille-like finish by patented process. Strips of  $\frac{3}{8}$ " thickness are bound to glasscloth, which is impervious to moisture, and cut into 12" by 12" tiles.

*For additional information, prices, write:*

**FUTURUS, INC.**

1076 West Ninth Street  
UPLAND, CALIFORNIA

bers want to play with their pro. The high handicap player surely is the one who needs help, and usually the big lesson revenue source is among the members who don't play very well. In addition, many persons who play poorly are partly victimized by ill-fitted clubs that usually weren't bought in a pro shop. The pro has a potentially big new club market among these people if he has enough patience and vision to develop it. I'm certainly not uttering any words of wisdom when I say that if you put enough enthusiasm and dedication into your teaching of the not-so-gifted golfer and enable him to cut three or four strokes off his score, you've not only made a friend but you've won a customer.

The last year I was working as an assistant, a threesome invited me to play nine holes with them one dead afternoon. None of these people was a very good golfer, but I think we all got a good deal of enjoyment out of the round. I know I did because I sold one of the players a set of top grade irons, and another signed up for a series of lessons.

Selling clubs, incidentally, isn't exactly a patented thing. When I was working

in a pro shop, I used to specialize in this department. I became resigned to the fact that it is sometimes difficult to make a club sale stick. "Returns" have to be expected because new clubs very often don't feel quite right to the buyer because he has been using his old clubs so long. I learned that you can't allow yourself to become discouraged by the "returns". If a person goes so far as to take a set of clubs out, you can be sure he is definitely in the market. From then on it takes persistence, as well as patience, to make the sale final. And, you're no better than an average salesman if, after selling a member a set of irons, you don't try to get him to invest in a set of woods.

In fact, you should never be content to sell just one item, regardless of what it is. There is always something that matches or accompanies it. Just look around your pro shop and make a list of the things that can or should be sold in pairs. It's amazing the combinations that can be worked out.

As for enthusiasm for the merchandise that is sold in the pro shop, it all stems from how well the pro and his staff know the goods which they are handling, and how adequately it is stocked.

No Need to Remove  
**REEL**



## Lawn Mower Sharpener

You can sharpen the bedknife and the reel in the mower with a MODERN lawn mower sharpener or you can remove from the mower for separate sharpenings.

### NO COMPLEX ADJUSTMENTS

Just raise the entire mower to the proper height. Bring the reel and bedknife into grinding position with a single hand lever . . . and sharpen.

### PRECISION RESULTS

The MODERN lawn mower sharpener precision grinds to tolerances of .001 or better, so there's no need for "finish filing".

### A MODEL FOR ANY MOWER

MODERN lawn mower sharpeners are available in two sizes. One handles mowers up to 36 inches; the other is capable of sharpening blades up to 53 inches wide. With the optional Rotary Blade Holder, either model will sharpen and balance rotary blades, too.

SEND FOR FREE LITERATURE AND PRICES

### FOLEY Manufacturing Company

987-3 Ringer Bldg., Minneapolis 18, Minn.  
Please send folder and information on Modern Lawn Mower Sharpener.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



Fred Corcoran (r) supervises polishing and packaging of trophies that will be awarded in International Golf Championship and Canada Cup matches to be played over the Saint Nom-la-Breteche course, near Paris, Oct. 24-27. Arnold Palmer and Jack Nicklaus have been named to represent U.S. in 11th annual competition. Two-man teams from 33 other countries also will take part in the matches. Corcoran is the tournament director.

The latter point is an important one. I've seen numerous places where the stock didn't move because too many small sizes and not enough medium and large ones were on hand. The same thing applies to color. In the spring, dark trousers and sport shirts may sell well, but as warmer weather approaches, people subconsciously start thinking about light colored sportswear. Do enough pros take this into account?

To go back to what was said before about combinations, there is not nearly enough emphasis on these in selling sportswear. Every time a pro or one of his employees sells a pair of slacks, he should suggest two or three shirts that harmonize with them. Invariably, a suggestion such as this leads to the buyer creating his own combinations in his own mind. The result may be that several shirts may be sold where none would have been if the combinations weren't mentioned. The same thing, of course, applies with the woman customer when she buys skirts or shorts.

### Ohio Turf Meeting

The lawn and ornamental days of the Ohio agricultural experiment station in Wooster are scheduled for Sept. 17-18, according to R. R. Davis, tour chairman.