

Since the golfer can most easily be sold a new set of top grade clubs when he has been made aware of all of the latest refinements and improved playing qualities embodied in a particular set, the complete selling job can be accomplished only when the professional himself knows all the answers.

When a professional invests his money in an inventory of fine golf clubs, he



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*. . . golfers aren't being sold.*

should take the trouble to learn all he can about the quality of the various sets he displays. The manufacturers' salesmen who call on him know these answers and will gladly share their knowledge with their pro customer.

An important element in golf club selling, which has retarded progress in the pro shops, seems to be the lack of proper stocking and displaying of the latest club models.

#### **Has to Have Variety**

If a golf professional attempted to sell sport shirts and stocked only one style, color and size he could hardly expect to make many sales. So, too, it is difficult to sell a man a set of clubs when only one or two sets are in stock. Even if that set may have been "built" for the customer,

he will want to compare and choose from other sets. It is conceded that it is difficult to carry a very large line of top grade clubs because of the large investment involved, but with proper knowledge of his members and his sales potential, the professional can stock a proper variety of clubs to enable him to make sales to any of his members.

In many golf shops today, clubs are displayed on racks that are completely hidden by sweaters, shirts, hats, etc. A man is often discouraged from looking over the clubs because he is forced to fight his way through hundreds of other items to see them. If he were constantly tempted, by sight of the newest playing equipment on the market, the club selling job would certainly be easier for the professionals.

#### **Women Vie for More Money on Ladies PGA Circuit**

The Ladies PGA, according to Leonard F. Wirtz, tournament manager, may exceed its 1965 goal of \$360,000 in prize purses by approximately \$15,000. Through August, the women's circuit will post a total of \$233,000 in prize money, an increase of about \$43,000 over a comparable time in 1964.

The July-August Ladies PGA schedule includes seven official and one unofficial events, with \$87,500 riding in these two months. New tournaments in this period are the \$10,000 Buckeye Savings Invitation, to be played at Cloverbrook in Cincinnati; the \$5,000 Hospital Charity Pro-Am, to be played at Oak Park (Ill.) CC on Aug. 9; and the \$10,000 Lady Carling Midwest Open, which replaces the Lady Carling Eastern Open. It will be played at Walnut Hills in Columbus, O.

The Yankee Women's Open, to be played July 16-18 at Atlas Valley GC, Grand Blanc, Mich. has increased its purse from \$10,000 to \$15,000. The purse for the Omaha Jaycee Open (Aug. 20-22) is being increased by \$1,000 to \$10,000.

Golf club membership, says the USGA, is not limited to wealthy persons. About 90 per cent of private clubs have annual dues of less than \$500 per family membership.