New England PGA Holds Eighth Annual Exhibit
By Arthur Wedgeworth

For seven years the New England Section PGA has been giving increasingly successful annual demonstrations of pro advance in business organization. This year again, the New England pros launched their season with an exhibition of pro-shop merchandise representing 25 different manufacturers, in a hall at Hotel Statler, Boston. Judging from a rather careful survey of the exhibitors, there was approximately $20,000 of pro-shop merchandise and supplies sold during the one day of the New England display.

The display hall itself was one of the educational factors. Pros repeatedly commented on attractive displays made by manufacturers, and picked up numerous ideas for pro-shop use in giving the shop stock a sales pull. Display spaces at the New England affair are of uniform size (10 ft. x 5 ft.) but of such variety of display treatment that they inspire the pro who thinks that it is hopeless to try to make his shop distinctive.

Most of the displays are set Sunday night before the exhibit opens for its Monday run.

More than 150 professionals attended this year's exhibit and dinner. The exhibit opens about 9:30 A.M. and continues in operation until 7 P.M. when the New England PGA annual dinner is held.

Exhibits Promote Intelligent Buying

It is the general conviction that the New England exhibits have done much to educate this section's professionals in buying. They have not reduced their fall ordering, so this spring buying arrangement does not curtail the advance orders that manufacturers count on to give them a winter manufacturing schedule and to allow them to spread their production program instead of taking a chance with an unduly large volume of spring orders for immediate delivery. However, the extensive variety of merchandise on display at the spring exhibit permits comparative shopping on a strictly business basis.

In this way three purposes are served: (1) Selling costs are reduced for the manufacturers. The pros realize that the number of calls a manufacturer's salesman can make on pros in a day is limited because the pro often is on the lesson tee,

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or elsewhere on the course, and the salesman must wait around until the pro returns to the shop.

(2) Too much "friendship" buying is done by pros. This does the pro or the salesman who gets the "friendship" order for a small amount, no lasting good. The pros, like the stores, are finding it wise to limit the number of lines stocked in the shop, but to have a fuller range of the few featured lines.

Many a professional has learned that a good part of his season's expected profit is tied up in slow moving merchandise that he has ordered because he felt kindly toward the salesman, rather than because he was enthusiastic about pushing the goods for service value to the pro's shop customers. Having a quite full representation of manufacturers in attendance at the spring exhibition reminds the pro that if he tried to do business with every salesman who's a good fellow his shop stock probably would be spread too thin for utmost selling force.

(3) The pro gets into the atmosphere of merchandising and goes back to his club realizing that supplying the member with the playing equipment required is a highly important part of club service, as well as an essential phase of the pro's money-making operations.

There is a predominantly business keynote to the annual dinner which brings the spring exhibit day to a close. Invariably one of the prominent speakers at the dinner makes remarks that receive national publicity. National and regional amateur association and PGA officials, prominent players, and newspapermen speak.

This year there was an exceedingly interesting demonstration of golf swing analysis made with a device developed by Robert Adams. New England pros believe the device has great possibilities in instruction.