lowing this book. I have also found it ad-
visable to shop around at the men's stores
in town to see what they were featuring
and what they were charging for these
items. Make up your mind just what you
intend to feature and then buy enough so
that you will have an ample stock to work
with. Don't expect to sell many sweaters
if you only have a few on hand. Decide on
a number, enough to make a good display
and then go to work selling that item.

Talk to some of your merchandise men
at your club. You will find them eager to
help you and their advice will save you
many a dollar.

Regardless of all that I have said if you
do not keep your shop clean, neat, and
your stock well arranged you will not get
the business. You are dealing with a very
fine class of people. Offer them the type
service and surroundings to which they
are accustomed when they go to purchase
their new suit and you will find your sales
mounting.

There is one point that a good many of
us overlook, that is the ease with which
a member can buy in the pro shop.

Most men are about alike; they just
don't want to take time off from work or
lunch to go buy the things they need.
They do, however, have time to kill either
before or after their golf game when
they can browse around your pro shop
in search of the things they need. This
really gives us the jump on the stores.
Are you taking advantage of it?

Make your displays inviting. Don't pile
merchandise up in any old manner. Make
neat attractive displays and change these
at least once a week. If your shop looks
the same to your members they will not
become accustomed to walking in and
looking around. They will assume that
you have nothing new if your displays
are practically the same. If you can't get
new merchandise move the old to another
part of the shop, change location of your
cases or tables or get new ones. Do some-
thing that will let your members know
that your merchandise is moving if only
in the shop.

If you have tournaments at your club
and if you give merchandise as prizes
be sure and let the winners know that it
can be changed. You will be surprised at
the added sales that will come your way
when they take the time to drop around
and change that prize.

Flood of Business Demands Pro Vigilance
By JACK JOLLY

Often one hears a pro say, "I've got more
business than I can handle." I've said it
myself. I've had to ration Silver Kings
among professionals ever since we were
able to renew manufacture after the war.
Although there are numerous uncertain
conditions in the golf goods manufacturing
business one thing is sure and that is a
demand in excess of supply in 1947. There'll
still be shortages of the better class of
merchandise.

It's logical that shortages will ease up on
the lower grades of merchandise first.
There will be a lot of stuff made quickly to
sell and without much regard—if any—for
pro standards. There also will be plenty of
places selling this inferior merchandise.
There are pros who will be bothered by
having members go for the inferior stuff
because of inability of a pro to furnish the
needed amount of pro quality goods. Then
a pro may say to himself, "If they insist
on buying junk why should I beat myself
out of a profit by trying to protect them
with quality?" That's going to be a
temptation of having more business than
you can handle.

But it won't be a temptation to the ex-
perienced and thoughtful pro. He knows
that the punishment the average golfer
gives clubs and balls is such that it shows
pro quality merchandise to decidedly good
advantage by comparison. The buyer who
was too eager to wait for pro quality will
learn the hard way and the expensive way.
His experience will impress upon him the

wisdom and thrift of buying pro-ap-
proved golf goods. If the pro had been
stampeded he would have identified himself
as just another retailer willing to sell the
unwary anything for a quick profit.

Certainly the war years when new clubs
and rubber golf balls of any grade were
unavailable provided many convincing
tests of the lasting economy of quality.
Compare the performance and durability of
the recovered balls of quality during the
war years and the satisfaction of pro qual-
ity clubs as contrasted with the cheap and
hurriedly made implements that some had
to use during the war years because noth-
ing else was procurable.

The five years of shortages proved the
economy and consumer satisfaction of pro-
quality goods. That history is something
for the pro to bear in mind should he ever
be inclined to figure that the answer to his
problem of having more business than he
can handle is the slightest lowering of pro
quality.

It may be a tough task for a younger pro
in some cases to convince a member that
it's much better to wait until the pro can
equip him properly than to grab any quan-
tity of inferior grade balls or any cheap
clubs that can be bought. But eventually
the sadder-but-wiser cheap goods buyers
will come around to the pro. They won't
if they think of the pro as just another
fellow who is in business solely to make a
profit off of them.

Golfdom