

PRO SHOP PROBLEM SOLVER

ANSWERS BY THE EXPERTS
TO YOUR QUESTIONS

Q—Can you recommend any good sources of help for the pro shop? Getting a staff at all is a problem nowadays. Getting assistants who will stay in the shop four years (they all want to play golf) and do the little undesirable jobs, such as cleaning clubs, rewhipping heads, etc., is almost impossible.

A—If word of mouth does not get you the personnel you want, then you should advertise. Anyone who feels that a young assistant wants to sit in the shop all day is kidding himself. You need sales people hired only for that purpose. The most stable and dependable person would be a woman.

If you're looking for someone to perform clean up chores, hire specifically for that purpose someone who doesn't have playing ambitions. When you have filled both positions, you will probably find that, even then, you will have a turnover in each position. This is the situation all over the country.

Ernie Saybayrac
President

Ernie Sabayrac, Inc.

Q—A never-ending complaint at my club is that our golf cars rip the golf bags. I understand that all cars do that. Is there a solution?

A—You have not referred to the specific area or areas of the golf car that cause the ripping. Our firm believes that all golf bags should be placed vertically on the car, as on the Caroche. On some cars, the bags lie horizontally, so that every time a club is withdrawn, it rubs against and catches on the other clubs, causing scratches and scuffed grips. The bag

jumps and rubs against the steel braces as the car moves about the course. Another problem, perhaps, is that bags are much bigger and bulkier than they once were. Several car makers should, as we have done, take new measurements of the largest bags and make the necessary adjustments on their bag holders. All car manufacturers without doubt could upgrade their quality control by filing down rough or sharp edges around bumpers and bag holders. It wouldn't hurt, though, for golf course personnel to check for and file down any sharp edges they see when the cars are delivered.

Robert L. Balfour

Vice President—Marketing and Sales
Club Car, Inc.

Q—What have been the results of hiring women to work in the pro shop as sales personnel and as buyers?

A—One of the most successful, smartest and most profitable moves made by many golf professionals in the last 10 years has been to hire women to work in the shop. It has been done in several ways.

Women, in some instances, were hired merely as an extra shop employee with specific duties to wait on female customers. As simple as this appears, and in fact, usually is, it generally has been very successful. As an extension of this original move, women were hired as shop personnel with the additional duties of assisting in the buying of women's apparel and, in some cases, of men's apparel. To amplify this second practice, pros have hired women as pro shop personnel who have had varying degrees of experience in

various types of sophisticated, chic, downtown ladies' apparel or department stores. The majority of these women have been put completely in charge of buying all apparel, or at the least, in charge of buying ladies' apparel. They have in many cases assisted in redesigning and redecorating the pro shop and have been used extensively for fashion and styling consultation. To repeat: In almost all cases, this type of operation has been very successful.

The women generally have displayed an outstanding talent and ability to select and stock items, especially suited to the individual club—more so, if the same woman has been on the job for a couple of seasons. The professional has benefited from faster-moving inventory and a consequent decrease in the amount of merchandise he has had to closeout and put on sale. The natural benefit has been an increase in profits for the professional.

W. G. Phillips
Vice President
Etonic Sales

Charles A. Eaton Company

We welcome questions, whether major or minor, on any aspect of your pro shop operations. Your questions will be forwarded to appropriate industry leaders and experts for response.

The difficulty with such a format is that it can work only if you support it. This you can do by sending in your questions to: Pro Shop Problem Solver, c/o GOLFDOM Magazine, 380 Madison Ave., New York, N. Y. 10017. Let us hear from you soon.