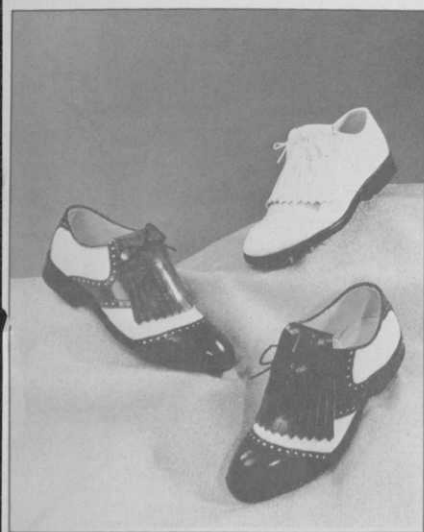


FARLEY from 34F

PVC sole and heel with removable spikes. An additional quarter-lining of soft leather goes into the heel area.

Clay Jandro, Stylist's executive vice president, says the shoe has several advantages over regular leather shoes. Because the upper is all one piece, it wears very well, having no interior seams that can chafe or come apart. Furthermore, the shoe is cheaper to make, so Stylist can sell it for less than comparable leather shoes.

Stylist is the first major golf shoe manufacturer to come out with the Zapper. Jandro says that other companies will probably come out with their own versions, but the real quality of the shoe depends on what materials are molded in the first place.



Derby Cap Mfg. Company, Inc., has a new hat, which should help to keep you cool-headed on the links this summer. Constructed of polyester and nylon knit, it is laminated with tricot to add body but still retain the breathing qualities of a comfortable lightweight hat. This means that the Derby bucket hat weighs about half as much as its popular poplin counterpart. It is available in four colors; white, light blue, tan and yellow, and the suggested retail price is \$5. □



PRO SHOP PROBLEM SOLVER

ANSWERS BY THE EXPERTS TO YOUR QUESTIONS

Q—In our pro shop operation, there is a large turnover of merchandise. As in all businesses, an accurate inventory is most important if a business is to function properly. My question is this: Is there a fool-proof, functional inventory system that would satisfy the pro shop situation? How is it started? What mechanisms keep it going? And finally, what are the guidelines to follow?

A—The subject of inventory control could take *GOLFDOM* several issues to cover thoroughly. If you are looking for a quick and simple way to begin a system that will improve your control, why don't you buy the accounting system that the Professional Golfers' Assn. of America offers its members? You might adopt a similar control accounting program. Most inventory programs require you and your staff to keep up-to-date manual records of your sales as well as inventory received. In many cases, professionals find this difficult to do, especially during the peak season. There are special cash registers that provide a daily print-out of sales in detail, but these, too, must be posted to your inventory records and analyzed to determine your existing inventory levels and turnover. Because of their sophistication, such accounting machines are costly, probably prohibitively so, unless you have an unusually large operation. You might also consider asking for help from one of your members who is an accountant. He could guide you in determining how sophisticated your inventory records have to be, as well as evaluating if any of the other methods mentioned would be applicable for your operation. In fact, if your operation is relatively small, it is very possible that you can set up a basic system that will give you enough information

without investing an excessive amount of your or your staff's time or buying costly forms or equipment.

Robert D. Rickey
Vice President

MacGregor Div. of Brunswick Corp.

Q—Replacement and repair work on shoes is at best difficult. Usually it takes 30 days, particularly for shoes with built-in spikes. What does the member do for golf shoes during that 30-day wait? Should I give him a replacement pair to wear?

A—When something goes wrong with any product an individual has bought, whether it is a \$300 TV set, a \$200 air conditioner, or a \$25 toaster—and the product needs examination and repair, the manufacturer is only responsible to repair the item. It is not standard practice for the manufacturer to supply a replacement during the time the buyer has to wait.

The individual, somehow, somewhere, must take care of himself. Maybe he has another TV set or another toaster. The golf professional, by custom then, is not obligated to give his customer a substitute pair of shoes; I certainly would not.

I would try to sell the customer another pair, because I believe every person playing any amount of golf should own at least two pairs. Remember, it's well known that alternating two pairs of golf shoes gives as much wear as three pairs worn consecutively.

All manufacturers want to improve service in their return and repair departments. Sometimes golf professionals send back merchandise in such a manner that the repairs and returns are delayed considerably.

Richard N. Tarlow
President, Brockton Footwear, Inc.