

PRO MERCHANDISING

From a Woman's Viewpoint

By BETTY BURTON

WHY make a trip to town when the golf articles needed can be conveniently purchased in the pro shop at your club? Patronizing these shops saves time and energy which can then be given to the call of beckoning and sunshiny fairways.

If bags, balls, clubs or other paraphernalia are desired it is better to depend upon the usually good judgment of the professional rather than upon some salesman whose suggestions may possibly be colored by his eagerness to make the sale. The salesman is not ordinarily qualified to give unbiased opinions on the durability and length of flight of balls, nor on the proper weights and lengths of clubs. He is primarily a salesman. The professional, on the other hand, knows what is the correct club for the player's particular physical requirements. The women have begun to learn that the pro is the "doctor."

A few years ago, before I realized the importance of the lie of a club and the vast difference between the various makes of clubs, I purchased a mallet-headed putter. A friend used a similar one and frequently sank quite sizeable putts. I purchased mine in a department store for \$6.50, planning to take only two putts to a green, possibly only one. It was not unreasonable to expect to do that. I was dismayed, however, by the mediocre luck I had with it. In despair I finally had a pro examine the club. He smiled when he said that it was a flat-lying putter, suitable for a rather corpulent gentleman. Since putting is such an important part of the game I was compelled to buy another putter. This experience was expensive, and the moral is: "Trust the professionals' knowledge and training."

Display Attracts Women

Department stores and women's shops recognize the psychology of attractively decorated windows to catch the feminine eye. After woman's admiration is aroused by the nice arrangement and pleasing colors, she wants to examine the garments

to determine the quality. The stores excel in their efforts to please the customers, and this service is what the pro shops frequently lack.

The professional can follow this plan of displaying his goods in a prominent place where the women will see things they need or at least think they need; whereas, keeping things in boxes out of sight does not even give the would-be purchaser an idea. Desire begins with the idea. It may be a mere suggestion that starts the idea which on being nurtured develops into a sale.

The idea of sending out letters to club members at various times during the season stating that certain merchandise is on hand and will be sold at a considerable discount, is a good one. This appeals to men as well as to women. Men, the greater buyers, are more easily satisfied than women but the latter must be catered to. To have club women pleased is a great achievement. Their wants, if reasonable, must not be overlooked.

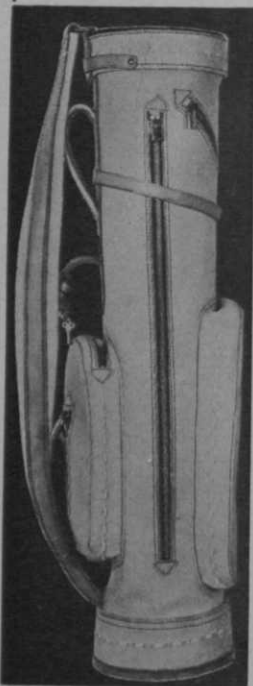
Every woman is a potential buyer. She may wander into the pro shop for balls or possibly to have a club repaired. Her eyes rove about and possibly she sees something on display that "she just must have," or perhaps there is an attractive new sweater she would like to get for her husband to replace that old one which he says brings him luck but which adds nothing to a smart foursome.

It is better to keep on hand a small amount of goods of excellent quality than a miscellaneous assortment of inferior quality. Golf is hard on wearing apparel, consequently garments of the best quality give the greatest amount of wear and comfort. I believe it will be found that the better women golfers are inclined toward conservative golfing apparel. A thing can be serviceable and at the same time smart.

Buying from Samples

Professionals, especially the younger ones who are not yet regularly attached to any one club, cannot be expected to go into the women's wearing apparel business very

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Elk Skin

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Tan—Chocolate
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Chocolate—Black

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Sport Duck

English
Service Duck

Dupont
Fabrikoid

Heavy
Canvas

extensively, but it is wise to have a few of the practical sweaters, gloves, raincoats and leather jackets on hand in addition to the clubs, bags, balls and so forth. Eddie Gayer of Twin Orchards says he does not carry a large stock of leather coats and rain coats, but has samples of each on display. Orders can be taken for these articles and delivery made within a few days. In the matter of shoes, professionals cannot, of course, afford to show the variety that the downtown shops exhibit, but they can carry the sturdy dark brown brogues with calks in the soles that are popular with both men and women.

At Olympia Fields, where there is an unusually large membership with many golfing events scheduled during the playing season, the women members do not want to take a day off to go to the loop to shop. They are especially glad to be able to have their golf requirements filled at the club.

Not all members take lessons but all need new equipment from time to time, and the pro should center his attention on that possibility.

Costs, But Not Service Speed, Demand Managers' Study

COSTS of meals rather than the speed with which the members are served calls for managerial attention these days, in the opinion of Arthur B. Collett, general manager of the Westmoreland C. C. (Chicago district). With the manager on the job there is assurance of pep in the service in the dining room, up to the fullest extent permitted by the size of the staff, so this factor shouldn't give much worry.

At Westmoreland, Collett has cafeteria service for the members who are in a big hurry to get going but this service is only employed Saturdays, Sundays and ladies' days. A few exceptions are made when week-day play is exceptionally heavy. The normal need for speedy service with the usual limitations of size of a country club service staff the Westmoreland executive has solved by having a \$1.00 golfers' luncheon with all dishes practically ready to serve.

He doubts that golf club feeding policies are due for much of a change as members' wives are entertaining at the clubs more each year, which calls for bigger and better kitchens especially in the metropolitan district clubs.