



With 1936 his first year of pushing apparel sales, Dave Tosh (Sunset Ridge CC, Chicago) is all set to make sportswear yield a nice profit in 1937.

APPAREL PAYS!

By FRED NEWMAN

Jackman Sportswear Co.

GOLF professionals who have made it their serious business to promote the sale of golf apparel have proved that their efforts pay real dividends. They have also discovered that an increase in the sale of sportswear automatically increases the sale of other golf equipment in the pro-shop for the simple reason that members buy more frequently and get more into the habit of patronizing their pro. Many pros throughout the country have built their sportswear sales to a volume which compares favorably with balls and clubs. While not yet true, generally, this trend indicates that one of the biggest opportunities for greater income among the vast majority of pros lies in the increased sale of golf apparel. The business is there for the average pro if he will go after it.

Some pros have difficult obstacles to overcome in promoting apparel sales. The first essential is an attractive, well laid out shop with at least one case for display. A common complaint is that certain members in the haberdashery business object to the pro's selling of golf apparel.

This attitude is often imaginary and can be overcome. It is unfair to the pro and to the members, for the pro has as much right to sell sportswear as he does balls, clubs and bags—so long as he is rendering a service to his members. After all, the golf professional is in business for himself to supply a convenient, expert service to members and the sale of sportswear is a department from which he derives his income, along with the sale of equipment, lessons, and income from other concessions. In other words, if the pro is desirous of increasing his income through golfwear sales, he must first of all approach the opportunity with an eager, open mind.

This opportunity varies with the size and type of the club, the facilities for pro-shop display, the location of the shop in relation to the locker-rooms and the

Suggested Annual Sportswear Quota

Item	Quantity Sold to Men	Quantity Sold to Women	Total Quantity Men & Women	Average Retail Price	Total \$ Sales
Sport Shirts, Sweat-Shirts, Etc.					
Higher priced type.....	18	18	5.50	\$99.00
Lower priced type	36	18	54	1.50	81.00
Jackets					
Showerproofed Cloth.....	15	10	25	8.00	200.00
Leather or Cloth.....	6	3	9	12.00	108.00
Featherweight Rain Jackets.....	18	18	36	4.00	144.00
Sweaters	12	12	6.00	72.00
Slacks or Knickers.....	8	8	8.00	64.00
Headwear					
Caps	48	48	1.25	60.00
Sunshades	36	36	.50	18.00
Hats	36	18	54	.50	27.00
Golf Socks and Anklets.....	18 doz.	12 doz.	30 doz.	.50	180.00
Golf Gloves	72	48	120	1.00	120.00
Underwear					
Undershirts	3 doz.	36	.50	18.00
Undershorts	3 doz.	36	.50	18.00
Neckties	48	48	1.25	60.00
Umbrellas	12	6	18	5.00	90.00
Miscellaneous					100.00
(Sales for prizes, etc., are assumed in above. Shoes, rubber overshoes, caddie outfits, not included)					\$1,459.00

first tee, the cooperation of the locker-room steward, and other factors. However, some tangible idea of possibilities in this field can be gained by analysis of available figures, and by budgeting sales:

GOLFDOM for October 1936 listed results of an extensive survey showing sales of golf merchandise from January to September 1, 1936. Averages varied according to size and types of clubs, and the following was the general country-wide average:

Total sales	
Pro-shop	\$2,593.00 (100%)
Ball Sales	1,112.00 (43.1%)
Club Sales.....	1,103.00 (42.5%)
Bag Sales	159.00 (6.5%)
Accessories and Apparel	219.00 (7.9%)

Figures for 1936 at a first-class representative club in a Midwestern metropolitan district ran:

Balls	\$4,956.75 (49%)
Clubs	4,046.35 (40%)
Sportswear	575.85 (6%)
Bags	402.50 (4%)
Sundries	355.35 (1%)

Total	\$10,336.80
Lessons	\$465.00

In the accompanying table, it is easy to see how the pro can run up his sale of

sportswear to proportions that compare with sales on balls and clubs. It is reasonable to assume that the quantities indicated could readily be sold in a club of 200 members, where a sufficient stock was carried and proper selling effort put forth. (By filling out a similar schedule, you can budget your own sportswear sales.)

Assuming that stock could be turned over four to five times in the average golf year of eight months, a volume of \$1,459 would require an average stock inventory of some \$300 to \$350. This volume should show a profit of approximately \$500.00.

Sales Amount to \$7 per Member

An analysis of the table will indicate an average of about \$7 per member, in the fair proportion of merchandise sold to women. Retail prices are not exorbitant, and allow a normal markup of about 50% over cost. It is assumed that merchandise is mostly of a character not generally obtained in stores and that prices are approximately on a line with those in better stores. Experience has proved that merchandise of better quality, regardless of price, will find a sale in the average pro-shop. The demand is for quality rather than price alone.

To achieve a worth while volume in

sportswear, it is necessary to carry a fair stock and to exert selling effort. Sales can be promoted in various ways:

Members may be solicited by letter, with pamphlet enclosures. It is wise to make such literature newsy, interspersing club gossip with selling suggestions. Golf is a business to the pro, a game to the player. Literature must be "sugar coated."

The locker-room is a great outlet for sales, and cooperation with the locker-room steward pays. A separate display case in the locker-room where possible will boost sales. A wall-board display of socks and underwear with a headline "For Sale in Pro Shop" will increase sales of these items. Literature can also be placed in or on lockers.

Sweepstakes, blind bogies, and raffles where permitted, provide a fine medium for sportswear sales as prizes. A large amount of merchandise can be moved in this manner. Cooperation with caddy-masters and caddies is worth while, and also with the tennis and swimming departments, where these departments exist. Much can be done to increase sales at Christmas time, for birthdays and other events.

Tosh Sold on Apparel Profits

An interesting case in point is the experience of Dave Tosh, pro at Sunset Ridge, Winnetka, Illinois, a private club of 275 members in a well-to-do community.

Tosh has this to say about the sale of sportswear: "I made my first real stab at selling sportswear in 1936, and am convinced that there is a wide open opportunity to increase by business substantially along those lines. I found that selling is not limited to convenience items like socks and caps. It is possible to sell a lot of golf jackets and sport shirts that run into money, and a lot of miscellaneous items including underwear, rainjackets, duck hats, polo shirts, neckties, and so on. I believe there is also a fine opportunity to sell things to women. I also worked in a lot of sportswear for prizes on sweepstakes and blind bogies. I'm going after sportswear business in dead earnest this year and am positive our sales can be greatly increased. This department of pro-shop business can certainly be built up, and there is good profit in it. To do a larger volume of business it is, of course, necessary to carry a suffi-

cient stock of the right items and to make an earnest effort to promote sales.

At the average pro shop, golf sportswear and sundry sales run around 7% or 8% of total shop sales. The writer knows of cases where sportswear sales are easily double those figures, and some cases where sportswear sales run only second to balls. A new set of clubs or a bag can be sold to one member only once in several seasons, except in unusual cases. The same members can be sold numerous articles of golfwear, repeatedly. Sales and turnover are much more rapid. The average markup on sport apparel is 50% above cost, or one third of the retail selling price. With little overhead cost added, the profit from this additional volume is practically clear, and the increased sales tend to bring down the total overhead expense percentage. Often the sale of an apparel item will lead to the sale of equipment to a member who might otherwise not be approached.

Aulbach's Sales Are 28 Per Cent Sportswear

One of the outstanding pro merchandisers in the game is that well-known Texas ranger George Aulbach, of Dallas, whose sportswear sales run 28½% of his total shop volume. His article, "Selling Sportswear in the Pro-Shop" from the March Texas PGA Bulletin which Aulbach edits, follows:

"I believe the pro who does not feature a line of exclusive golf toggery and sportswear is overlooking one of the best income possibilities of his shop. I have heard many pros say that they could not sell golfwear or that it was not in their line of business. I disagree. I feel that my experience as a professional makes me an authority in the golf business and I am therefore qualified to advise correctly the type of equipment most adaptable to each individual. The correct apparel is an important part of the correct equipment.

"I have always believed that the golf shop was the ideal and most logical place for a golfer to buy his golfwear. Certainly it is more convenient for a golfer to buy from the professional than to leave his office and make a trip to his favorite haberdasher. The pro knows better than anyone else the garment most adaptable for the player and I am sure any golfer will accept the opinion of the professional over the store clerk who is only interested in another sale.

"Let's measure the value of golfwear in the pro-shop from another angle. I have learned that the average player-member each year will purchase approximately two sport shirts, two pairs of socks, two hats and at least one pair of slacks. Figured most conservatively these items would amount to about \$12 to \$15 per member. Or a club with 200 members would have a potential buying power of sportswear of \$2,500 per year. With a profit of nearly 50% in this merchandise it is not difficult to figure what you are losing if you don't make a strong play for the sportswear business of your club. The basis of profit is turn-over and repeat business. Golfwear is a repeat business while clubs and bags are not replaced that often. Therefore, golfwear in the shop should be second place as a profit item with only balls ahead of it.

"Golfwear is easy to sell because every player feels that he must look fairly well dressed regardless of the game he may play or the clubs he may use. For the past three years during November, December and January, my sportswear sales have led all departments in my shop except balls. To accomplish this, I had to concentrate on it and circularize the members several times with exclusive sportswear folders. I have worked up a fine sportswear business to keep my sales up to par during these dull months. There is no secret to selling golfwear. Any pro can do it if he will work on it seriously, sell exclusive lines and be satisfied with a fair margin of profit. I definitely believe that the golf shop, with its professional advice, is the correct and most logical outlet for exclusive golfwear."

Sporting Goods Association Plans to Tighten Credit Policies

ANY pro who may think that credit managers of golf goods companies are picking on him to get him to pay his bills should have sat in at the annual meeting of the National Sporting Goods Assn. There is a tough credit problem with the schools and colleges due to shifting personnel of coaches, superintendents and principals. The problem is being handled with increasing toughness. Already collection methods are being employed that would arouse agony and protest if used in the golf field.

Plainly the collection problems in every phase of the sporting goods business are

one of the sorriest matters in the industry and every retailer, pro or store, and every school buyer might as well get set for a period of strong work by the manufacturers who want their dough. The beating the manufacturers took financially during the depression has pretty well removed the stage setting for the old order of credit policy, whereby the buyer could play one sucker against another in getting the seller to take a chance.

Pro consciousness of the necessity of credit improvement has been responsible for a decided betterment in the last 10 years, especially during the depression when the going was hardest. Jack Mackie, veteran treasurer of the PGA, and as canny as they come, is of the belief that the PGA ball deal with its encouragement of prompt payment had a credit educational value that did the pro situation a lot of good. Other pro observers credit the harsh conditions of the depression with making pros attend strictly to business and improving their credit instead of risking their hard-earned money on outside extravagances.

Sporting goods dealers, who had their own troubles during the depression, look at 1937 optimistically. Their annual convention was devoted to surveys of various angles of the dealers' business, with emphasis given to planned merchandising and market promotion.

Philadelphia PGA Committee Will Handle 1937 True Temper Open

PHILADELPHIA District of PGA has been awarded the Fourth Annual True Temper \$4,000 Open Golf Tournament. Dates for the tournament are Thursday, Friday and Saturday, June 24-26.

Detroit was the scene of the 1936 True Temper Open, won by Olin Dutra. Winners in preceding years were Ed. Dudley at Cleveland in 1935, and Gene Sarazen at New Orleans in 1932.

True Temper Open of 1937 will be in charge of Tournament Committee of the Philadelphia District PGA consisting of: Marty Lyons, Llanerch CC; Clarence Hackney, Country Club of Atlantic City; Walter Brickley, Riverton CC; Ed. Dudley, Philadelphia CC; and Leo Diegel, Pilmont CC.

The committee is now considering several courses in the district as the scene of the 1937 tournament.