

showing in your shop the prices of your merchandise.

The best job I ever saw done in this way is done by Paul Scott at Griffith park municipal courses at Los Angeles. Scott has price tags bearing, in addition to the price of the item, code data in small figures that enable him to keep an exact perpetual inventory. Without much book-keeping effort Scott and his staff at the close of each day's business know exactly the status of the stock and can tell what to re-order and what isn't moving and needs a push.

Educate in Price Differences

Besides the price tag factor Mrs. Wehrle brought out another point that may register with pros. She said that pros aren't doing enough to educate buyers in the reasons for differences in prices of clubs. She said that she was amazed, when listening to her husband and pros talking about club design and construction, to learn how many differences there were between clubs.

She isn't the only one who can't tell the difference at sight between a club that costs \$7.50 at retail and one that retails at \$17.50. A lot of pros can't do this and it's not often done by shop assistants. But the difference exists and for good reason. Manufacturers don't make a club then slap on the first price they happen to think of. The selling cost is as small as they can charge and still get by with a profit.

The young business woman suggested that a booklet describing in interesting and concise detail the mechanical features of the club be attached to the club or set. "Or, if the factory doesn't supply such leaflets or booklets, there is nothing to prevent the pro writing his own description and having typewritten or carbon copies attached to the clubs so the prospective buyers may read, inform themselves and arouse purchasing desire while they are looking around the shop," said Mrs. Wehrle. "There are too many wasted opportunities for sales around pro shops."

That could be, although pros these days are pretty much alert to anything that will help make sales. Much of this increased awareness of merchandising needs is the result of a pepping-up of display and selling that came when pros went away to war and their wives had to run the shops. That operation by women, about as much as anything else, put pros good and strong into sports apparel merchandising. The women know materials, workmanship and values of apparel. They are responsible for the standard of pro shop apparel stocks now generally being higher in style appeal and better in value than stocks at the down-town shops where

the retail buyers are men who are not informed or fussy about real values.

When that wartime influence of women in pro shops was beginning to get strong I thought there might be a tendency to make the pro shops too fancy and lose the subtle masculine appeal. But everywhere a pro's wife had something to do with the shop I saw the shop looking brighter, cleaner, more orderly and more appealing to men, as well as to women, golfers.

What to Spend on Shop?

Most pro shops are difficult to fix up to the extent needed for effective merchandising. Paint, lights, curtains, new display fixtures (especially tables) and rugs will do a lot. Sometimes the pro hesitates to spend on the shop the money that's needed to make it look like every detail of the club property should. He can spend his own money, representing the profit on a considerable volume of sales, and then have club politics as engineered by a couple of members, prevent renewal of his contract. Just what percent of a pro's prospective profit can be justifiably spent on shop improvements that a pro can't take with him always will be debatable. But that, like many other phases of pro merchandising, comes closer to solution when the pro talks the situation over with his wife.

Get your wife interested in your pro shop selling problems and she'll be able to give you a lot of valuable advice. The greatest experts in the world keep trying to sell her. They've educated her at your expense. Get some of it back.

Crosby Honored



The "Bing" is inducted into "the most exclusive golf club in America" (membership is limited to golfers who have made holes-in-one) as he receives medal from Ivan Brisbane, western golf ball mgr., U. S. Rubber Co., for shooting hole-in-one on the tough par 3 hole on Cypress Point Course.