

special point of catering to every member, if he doesn't spark them with enthusiasm and create a welcoming atmosphere in his shop to keep members coming back again and again.

Give Shop Help Incentives

It is foolish for a pro in a club of any size at all to attempt to do the job single-handed. Every employee, regardless of his job, should be working with you as well as for you. Give your shop men incentive to constantly do a better job. Then they not only help themselves but they help the shop. All of my assistants receive a good salary, room and board, and commissions. I think it is logical to assume a commission can't be given on every sale no matter how small so I have set a base figure of \$10.00 above which commissions are paid. If an employee sells three balls he gets no commission but if he sells a dozen he gets five per cent of the sale. Commissions are paid at the end of the month.

My assistant who has charge of the club rack gets 50c on every set of clubs in storage over 350. His commission on club cleaning this fall will pay for his railroad ticket to Miami. In addition, if he has helped me put over a sale I pay his commission in full. The more my assistants make the more I make and the better my working force becomes.

On the negative side and a wise precaution for every pro is this bit of advice which will pay dividends in the long run. Do not high-pressure a member into any sale. The less high-pressure selling around the pro shop the better the business will be. Never let your first sale be the last. Make a sale that will bring the customer back.

Finally, here is a tip which many pros may have overlooked: I know many of them start cleaning out their shops the last of August. This is a mistake. By budgeting my sales by the month I am able to keep working until the end of the year. My September and October sales run about 30 per cent of my gross for the year. Last Christmas my sales ran \$3000 when my shop was supposed to be closed. Merchandise was on hand to sell, members dropped in, sales were made, and goods delivered. Of course, every pro operation isn't the same but I contend a lot of business is "thrown out the window" by not keeping on the job and working at it 12 months of the year.

WHITLOW NEW HOFA PRES.—Ray Whitlow, Topeka (Ks.) CC recently was elected pres. Heart of America Greenkeeping Assn. VP elected is L. E. Lambert, Oakwood CC, Dodson, Mo. Sec.-treas. is Chet Mendenhall, Mission Hills CC, Kansas City, Mo.

Why Al Ciuci's Shop Sales Increased

Al Ciuci, pro at Fresh Meadow CC, who used to be one of the tournament stars is still starring in shop business management that gets big volume by serving members.

Al's sales in 1947 jumped over those of 1946 and he says some of the reasons why are:



Al Ciuci

1.—Fluorescent lights and new show-cases that make merchandise look more appealing. Fluorescent lights put a lot of life into cold looking merchandise such as golf clubs.

2.—August sale that cleared out surplus stock of accessories. You can't guess right all the time what's going to sell fast, so move the stuff and get your money back. These sales also get member realizing that he can pick up some great bargains at his pro's shop.

3.—Larger stock and finer qualities in accessories. You can't sell what you don't have. Members expect top quality at reasonable prices from you. Whatever's in your stock that is better than can be bought elsewhere raises your reputation as a merchandising authority on the job for your members.

4.—Blown-up pictures of star players for the shop. Big pictures put some "punch" into shop display and provide an enlivening change from the pictures generally displayed around pro shops.

5.—Added another teaching pro to facilitate good service to the members. Get a good assistant and develop him as a member of your team for serving the members. The better the members are served by your staff the more you'll make.

6.—A new line in swimming pool accessories. Surprising how much the kids who swim will buy and charge on daddy's account. But watch your lines carefully. It's a new field to you and you might get stuck by going too deeply into what you don't know about.

7.—Change display on counter in center of shop each week. Feature a "special" every week. The looks of a pro shop may get so monotonous to members they get out of the habit of expecting something new. Experiment with changes of display so you'll always be bringing your shop stock freshly before members' eyes.