



Van Fossen photo

TOM CULLINAN, ASST. PRO, IN MEDINAH CC SHOP GOLF SHOE SECTION

When women get into the habit of "shopping" at the pro shop they give the shop considerable advertising, as well as business. They talk about values and bargains. They usually are instinctively good judges of merchandise. When men around a club hear women talking favorably of pro shop goods the men members get the idea the pro is a good, sound merchant. Price tags draw women, but women aren't shy about asking the price if merchandise isn't plainly priced. Men often are backward about asking; afraid they'll be rated as "cheap" if they don't buy.

ing approximately 2000 square feet of space devoted to displays. This area does not include the area for club repairing, club cleaning and club storage space. So far so good. . . . But. . . The pleasant surprise ended there.

The merchandise was so poorly displayed that it created a bad impression. The clubs were lined up in racks against the walls in the customary way. Bags were thrown about the shop in a random fashion. Shoes and sweaters peered out of boxes that bore marks of careless handling. Tissue paper protruded from under the squashed-on covers, giving an appearance to the merchandise of having been cursorily inspected, and more swiftly replaced into the box, and then thrown away in disgust. This carelessness prevailed throughout the shop. Torn and dirty old magazines littered the tables, the floor was unswept. The bargain barrel

sat right in the middle of the floor, where every customer nearly tripped over it. The shop didn't have the immaculate atmosphere of a down town shop.

After having your shop fully stocked and the merchandise prominently and artistically displayed be sure that you and your assistants radiate confidence, enthusiasm, and cheerfulness. When anyone, and I mean anyone, asks you, "How are things going?" reply in the affirmative with a positive tone to your voice, accentuate your biggest sales item, and follow up with optimism for the future. I prefer the line that I learned from a caddy a long time ago. When I asked him how business was with him, he replied, "I earned \$7.20 today, my best day so far, but I expect to earn more tomorrow."

This makes the customers feel that you are doing a good job, that you are giving