

of the difficulty pros may experience in shop merchandising operations is because they don't know how to buy, don't maintain close watch of inventory and don't work steadily and thoughtfully enough on their sales prospects.

Dewey says that his policy always is to make sales steady and not have spurts that require "sales." He keeps a daily inventory of stock and knows exactly what he has. That enables him to keep a clean, up-to-date inventory and get shipments on time so his stock never runs too low.

He has no sales and does not take trade-in clubs. He's in a location where the season is 12 months long so there is no need of "end of season" sales. He keeps close watch on seasonal variations in merchandise demand, especially for apparel items and says shop sales and lessons are steadily good because he always keeps a vigilant watch on his members' needs.

Display — Inventory Control; Keys

Another first class pro businessman in the San Francisco district is Harold Sampson at Burlingame CC. Harold does take trade-ins and he says they're a helpful factor in junior promotion. He sells some of the trade-ins to juniors and caddies and at Christmas gives some traded-in clubs to youngsters who like to play but can't afford to buy clubs.

Fred Austin at Merion GC makes fine pro shop service one of the valuable services at a great club. Fred operates the year around.

He says, "I find that most pro shop sales are spontaneous so if you have your stock well displayed (I use long narrow tables so my members can readily see what is available) your members often see articles they need and might have bought through window-shopping downtown.

"About 90% of my merchandise can be handled easily by those who come into my shop.

"The pro always should carefully watch his inventory so he won't be in the embarrassing position of being overstocked. But if the pro does find himself with some older models it's best to sell them to juniors with good allowances on their old clubs and, if necessary spreading the payments out on a monthly basis.

"It's highly important that the pro get the younger people in the habit of buying at the pro shop."

Charley Mayo, veteran pro at Hackensack (N.J.) GC, has taught many a successful younger pro the basis of good pro shop business management. Charley says that experience and good judgment teach a pro to keep his stock low in the middle of August if he's in territory where there's no winter play. "But don't keep it so low members may think busi-

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