

Shoe business is a big item in Howard Capp's beautiful shop at Desert Inn in Las Vegas, Nev. Well-selected stock is back of golfer who makes fitting pleasant work for Howard's asst. Milton K. Ross. George Bruno is the assistant behind the counter. Wilcox, in accompanying story, suggests shoe fitting stool for salesman be provided in all pro shops. Young Ross doesn't find kneeling on Faulco spike-proof flooring too bad in this case.

## How to Make Money in Shop Shoe Section

By C. L. WILCOX

Vice President, Field and Flint

**T**HERE'S no mystery about the magnitude of the golf shoe business in pro shops. Approximately 250,000,000 miles a year are walked on U. S. golf courses. Hard turf, soft turf, traps, rough, walks, locker-rooms, wet ground and baking sunshine, twisting foot action — all those conditions are bound to make proper stocking, display, fitting and sale of golf shoes produce a substantial percentage of total shop sales volume for the pro who is competently serving his players.

The majority of average-sized private club pro shops can satisfactorily serve shoe customers with a wisely selected stock of from 24 to 36 pair on hand. In larger clubs, and at public or semi-public courses where the pro has made an effective bid for shoe

business, the stock should be from 50 to 100 pair.

In selecting a golf shoe stock it's highly advisable in all except the wealthiest clubs to have a canny range of prices from the low price that has enough value to it that the pro won't be apologizing, explaining or making adjustments that might bring the rest of his merchandise under buyer suspicion, through the good medium-priced lines into the top quality and price shoes that identify the pro shop as the place to get the best of everything for golf.

### Shoe Dept. Must Look Adequate

Naturally, the more accent on quality the quicker the prospective buyers acquire a desire for quality that justifies the price.

To make shoe business really as good as

Width	5/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	14	14 1/2	15
AAA														(2)						
AA					1	6	8	5	24	18	37	29	28	29	12	21	6	6		1
A				3	6	16	31	48	72	85	103	108	64	76	21	41	1	6		1
B		3	6	23	44	98	177	256	289	274	305	246	120	135	21	49	1	7		1
C		12	29	80	143	295	435	520	605	523	507	315	141	142	23	41	4	7		1
D		22	61	133	244	386	575	584	683	544	428	290	113	125	20	28	0	5		
E		9	22	44	80	85	156	145	154	130	113	71	126	27	9	13	0	1		
EE			4	3	6	5	11	2	5	7	4	5	4	1						

As you see from this chart of the brief test period surveyed, 10,568 pairs (86%) were found to be concentrated in only 37 sizes whereas the balance of 1,708 pairs (14%) were scattered over 75 sizes.

it should be in a pro shop the shoe section must look plainly like it has enough stock to provide the purchaser with exactly the right shoe. The shoe-fitting facilities should be inviting, convenient, comfortable and by no means appear to be make-shift.

It's essential to every properly conducted pro shop shoe business to have a fitting stool and a foot measuring device. At the PGA annual meeting at Detroit a demonstration was given of the device made by Brannock of Syracuse, N. Y., which is proving highly satisfactory to pros and their customers. Other good devices are made for this purpose and the pro may learn about them from his shoe salesman.

In building his shoe business to the point where it becomes one of his very valuable services the pro must watch and listen to see what his customers prefer and study what will be best for them. The co-operation of locker-room men is important in this matter. The locker-room man can tell if he hears a member complain about old shoes or remark that he needs a pair of new shoes. And certainly the locker-room man knows when a member needs new shoes.

Display should be frequently changed and shoes suitable to the prevailing weather should be featured.

### Control Inventory Wisely

Inventory always should be kept under close control with the sizes and styles that are in most active demand kept in stock and the slow-moving items sold out.

Simple but adequate inventory control keeps the pro's cash working for him. He doesn't get too much money tied up in stock and by having a brisk turnover has money for taking full advantage of discounts. These discounts for prompt payment add up and do a great deal toward

paying shipping charges of merchandise the pro buys.

In arriving at the correct retail price the merchant's "rule of 6" is the safest guide. For example: If an item costs a pro \$18, divide by 6 then multiply by ten. That gives the \$30 retail price which yields a 40 per cent gross profit which is about right and is the gross the pro certainly is entitled to for his service in providing proper and highly desirable equipment essential to enjoyment of golf.

Shoe comfort is the groundwork of all golf business. If their feet are in good shape for making the course and the turning and twisting of foot action in the shots then the pro's customers are going to play pleasant golf and a lot of it. Condition of the players' feet effects the sales volume of all items in the shop.

### How to Determine Stock

In setting up an opening-of-the-season stock of shoes pros who have been busy in this phase of sales should consult their sales records of former years and put emphasis on sizes which have sold best at their clubs. Sizes that aren't often called for or models that aren't in strong demand may be secured from the manufacturers quickly.

For those who are getting started in the pro shop shoe business and as a reminder to pros experienced in golf shoe business the accompanying chart will be most helpful.

Study this chart. Although it covers but a brief period of many pros' selling season the chart was compiled when the season was far enough along to show what sizes were in greatest demand.

The chart checks closely with pro shop experience of the past four years. It is based on pro orders for men's golf shoes

about at mid-summer of 1950, '51, '52 and '53.

The section of the chart outlined shows the best selling lengths and widths. This chart reveals that 86 per cent of the total sales were confined to 37 sizes while 14 per cent of the sales were spread over 77 other sizes.

If a shoe manufacturer failed to keep such a record of how various sizes were moving his production, deliveries and inventories would be in ruinous confusion. The pro can and should keep a similar chart and by consulting such a chart on previous year's experience will have a safe guide for ordering to open and conduct his season's business.

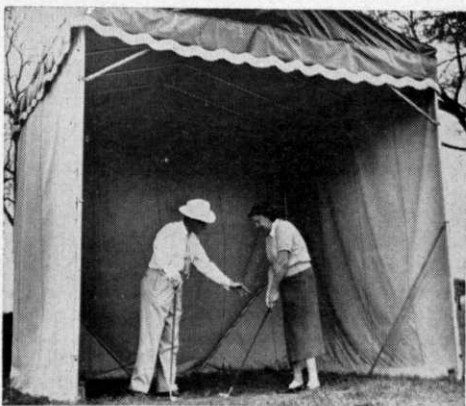
## Portable Square Tent Popular for Lessons and Practice

By FORREST R. KYLE

Charlie Grant, pro at South Side CC, Decatur, Ill., is one of the pioneers among professionals who has done something about counteracting bad weather which interferes with teaching.

Grant has a portable square tent erected on his practice tee, providing shelter from inclement weather and preventing cancellation of lessons because the skies are dripping or the wind is howling.

"It's the best thing we've ever done at South Side," says Charlie. "It not only enables us to give lessons when it's rain-



ing but it affords protection when the sun is blazing hot. I've found it's a popular place in perfect weather, too, because it affords privacy."

Grant thinks it is much easier to teach beginners and women within the protection of the tent.

"Women especially respond better because of the privacy," Grant says. "A lot

of women are self-conscious when taking lessons. With the tent shielding them from onlookers, more women are anxious to take lessons and they respond better to teaching."

Because the shelter is portable, when the turf becomes skinned off the ground in one particular spot it can be moved to a new location.

Grant carried the idea for such a shelter around in his head several years before going ahead with the project.

"One time when I was in service," explained Charlie, "I was in Washington and was visiting with Fred McLeod at the Columbia CC. There was an old gentleman who belonged to the club who took lessons and practiced all winter long. He would drive out to a rain shelter on the course and, under its protection, hit his shots."

At the time, Grant didn't think of such a shelter as an important piece of equipment for teaching. But now that he has carried through the idea, and found how popular it is with members, he is convinced every pro could increase the number of his lessons — especially in the spring when weather is unpredictable — and their effectiveness with a similar shelter.

## Tom Dougherty, 38 Years At Phila. Club, Dies

Thomas E. Dougherty, 51, for 38 years with the Springhaven Club (Philadelphia dist.) and for many years its supt., died suddenly in a Baltimore hotel, Feb. 8. Dougherty was attending the Mid Atlantic G. C. Supts.' Assn. meeting with his close friend, Joe Ryan, supt., Rolling Green GC. when he was stricken.

Tommy was one of the grandest, with a smile that would light up everybody's heart, and smart, diligent and loyal. The club had planned a testimonial dinner April 10 to him for "38 years of faithful service." The affair will be held. Tommy's memory will keep alive a long, long time.

He started with the club as a caddie when he was 13. Then he became caddiemaster, asst. pro, course supt., and for 15 years, until 5 years ago, he also was club mgr.

Tommy was a charter member of the GCSA and an early member of the PGA. He was president of the Philadelphia Assn. of Golf Course Supts.

He is survived by his widow; two sons, Thomas E., Jr., 23 and Joseph 17; four brothers, Rev. Joseph, Rev. John, George and James, and a sister, Mrs. James McCann.