

that women are the toughest buyers because they're the best. It is the women who help the store buyers make selections of styles, colors and materials and it's the pros' wives who, in most cases, have accounted for the tremendous advances in pro shop retailing.

The women can tell the pro, as they tell the store buyers, that nationally branded merchandise is uniformly the best buy. It isn't here today and gone tomorrow. It is women's influence too that has directed the buyers to the discovery that it's better to have depth in a few good lines than a light coverage with many.

Also to women is due the finding that merchandise plainly marked sells most, easiest and quickest. Pros sometimes are fooled by believing that because they're at wealthy clubs plain marking of prices isn't important. The wealthy got wealthy by watching money.

Handicaps to Pro Buying

Pro buying procedure generally imposes a heavy handicap on pros — a handicap store buyers won't permit. Salesmen come into pro shops when the pro is busy with customers. Stores won't permit that.

No buyer or salesman can do the job properly together if there is distraction from customers in the shop. The salesman can't present his line properly and the professional can't buy with his records handy to guide him and protect him against a pessimistic or overly-optimistic mood or salesman high pressure.

The pro should have his shop assistant present when the buying is being done so the assistant will learn about the merchandise and the assistant's observations and judgment can be utilized and developed.

Progress in pro merchandising is being registered by sounder buying well in advance. The consignment deals are thinning down in pro shops. They have disappeared at the better stores. The shops with good buying can sell what they know is good and pay no premium for merchandise frozen on consignment at an untold number of retailing establishments.

Keep Shops Fresh

Displays in the well operated pro shops are changed often. The locations of the merchandise sections are changed. That gets people walking around the shop. How often in pro shops the ball counter and cash register are right by the door — the worst of all places to encourage looking around at merchandise in the shops.

"Suggestive" display and selling — for instance, selling headcovers along with woods, asking the ball buyer if his golf glove is O. K. — is increasing at pro shops and it's a service because the golfer is inclined to forget what he needs.

Every buyer is going to buy something that won't move. If it doesn't, in your shop, mark it down before too long, and get your money out of it to use profitably in getting something else that will sell. Perhaps the slow-moving item would sell in other pro shops. Then use the salesman and see if they can't help you transfer that part of your inventory. The manufacturer and salesman don't want merchandise frozen any more than the pro does.

Architects Recommend Limited Use of Motorized Golf Cars

The motorized golf car and attendant problems of regulation and course maintenance was a main topic of discussion at the recent annual meeting of the American Society of Golf Course Architects at the Belleview Biltmore Hotel, Bellair, Fla. Viewing with alarm the rapid rise in the indiscriminate use of the motorized vehicles on golf courses the group took the stand that, "It is the belief of the American Society of Golf Course Architects that the use of motorized vehicles to transport players is contrary to the spirit of the game of golf. The benefits derived by exercise and companionship are diminished by the use of such vehicles.

"Inasmuch as the motorized vehicle damages the course materially, especially around the greens and during inclement weather, it introduces a problem in design and maintenance which makes the use of such vehicles undesirable. Therefore, we recommend that their use be limited to those with a medical certificate."



Newly elected officers of the Board of Governors, American Society of Golf Course Architects, (l. to r.) Robert F. Lawrence, Miami Beach, Fla., vice pres.; James Gilmore Harrison, Turtle Creek, Pa., pres.; William F. Bell, sec.-treas., Pasadena, Calif.