

ever done any business with him?"

I replied that I had.

"Did you pay straight retail prices like his other customers?"

I had to answer that I didn't.

"Do you buy 'wholesale' every chance you get?"

I had to answer "yes" to that.

"How much of the golf stuff that our members buy do you think you sell to them out of your shop?"

"It's hard to tell. Somewhere between 80 and 90 per cent," I guessed.

"Considering that so much buying is done at trick discount houses and at wholesale as a general thing, and that you yourself buy wholesale, I'd say you are getting a pretty good break from the members."

That put a different light on problems that have been bothering me and other pros, problems that have been especially troublesome the past few years with the increasing cost of operating a pro department, the smaller net profit and the higher living costs of my family and myself.

Worries Love Company

It struck me that my worries probably have been the same as those of the majority of my members during the last few years of inflation.

I got to thinking that when I had to buy something at home that cost what a set of woods and irons and a bag costs at my shop, I might not show the same loyalty I expect my members to have toward me. I wasn't willing to pay the retail prices to one of my members for things I needed, but would buy them 'wholesale,' especially when that's so easy to do these days.

Then, all of a sudden, it dawned on me that what I have suspected so long is the absolute truth. My members are a grand bunch and deserve everything I can possibly do for them in expressing my thanks for the way they stand by me.

Certainly, some of my members buy golf goods elsewhere. But why?

They didn't think much about it. That means I didn't become close enough to them for them to think about me when they were thinking about buying golf equipment or accessories.

Another reason is that they believed they couldn't afford my prices. Maybe that means I haven't done a good job in convincing them that my quality type of merchandise is really a bargain over the period it will be used. Perhaps I should



Sweetness in the Desert Air

Knowing that GOLFDOM readers appreciate, and what's more deserve, an occasional change of pace, we're slipping this photo into the April format for your edification. It comes from the Desert Inn CC where the Tournament of Champions will be played Apr. 18-21. It takes some imagination to figure how these figures figure in a golf tournament, but you have to keep in mind this is a buildup for the event. Tal Tribble of Chicago (he's the fellow in the center) is buying a carload of tickets, and if this adds up to high-pressure salesmanship, you're probably saying, "Let's have more of it!"

have more of a price range in my shop stock, or should have a time payment plan. I'm not sure. I've got to do some more thinking about that.

Compromise Is Costly

I do know that a great danger to pro business right now is offering golf merchandise of a sort that can be bought for considerably less money through other retail outlets.

I also know that the golfers aren't going to be enthusiastic about merchandise that offers more profit to some pros but at the same time costs the golfing consumer more.

Then there is another class of members—very few of them, luckily for me—who are just simply tight.

Nothing but money means anything to them. Maybe I can cure them with kindness. Anyway, I'm not going to be cool to them and not give them a chance to change. They're human beings and club members. I know some pros who are as

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