

# How To Increase Profits Studied at PGA Session

The Educational Committee sessions at the PGA's Annual meeting generally were geared to the program the PGA is developing at Dunedin in which the assistants' school is now being expanded and eventually, it is hoped, will become a campus of pro golf.

Denny Champagne, Dubsred GC, Orlando, Fla., chmn., annual meeting program; Charles Congdon, Tacoma (Wash.) C&GC, chmn., PGA Educational committee; Irvin Schloss, chmn., PGA National GC Management committee; and Harold Sargent, East Lake CC, Atlanta, sec., PGA, and chmn., PGA Teaching committee, conducted the Educational programs.

Schloss opened the program by outlining experiments in devising and using ball and

club testing devices to aid in proper fitting of clubs, and by explaining the use of motion picture equipment for studying and teaching golf.

He showed that the use of motion pictures in Dunedin seminars, while not advanced to a stage rivalling that of major college and pro football teams, has made great progress and will be accelerated when more money is available.

Jack Moone, promoter of the plan to capitalize the PGA label on golf merchandise, read a report on the manufacturing and distributing arrangements that have been made and are desired. At present 11 companies are making goods bearing the PGA label and 12 sectional distributing and warehousing agencies are to be formed. There is to be one salesman who will represent the distributing organization for each 125 PGA pros. The plan is to have wholesalers in New York, Boston, Philadelphia, Augusta, Ga., Dallas, Los Angeles, Chicago, Detroit, Seattle, Denver, Pittsburgh and St. Louis.

Moone also explained the packaging and advertising phases of the sales setup and said a lawyer had been retained to handle PGA label legal matters.

The PGA committee selecting the labeled merchandise, Moone said, consisted of Harry Moffitt, Joe Jemsek, Norman Butler, Lou Bola, Henry Poe and Tom Mahan. At present the PGA label is on one make of golf clubs and one make of ball, a line of shoes, gloves, headcovers, umbrellas, belts and other apparel items.

Moone said that due to the close margin of profit (approximately 14 per cent) on which wholesalers must operate it will be necessary to get a big volume.

Details revealed by Moone generally presented for the first time to PGA delegates some specific points of the label plan.

At the conclusion of Moone's talk it was announced that, due to the controversial nature of the PGA label matter, there would be no discussion from the floor. The label matter was not on the agenda presented to the Advisory committee for study, suggestions and recommendations.

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### Pros Get Peanuts

Robert A. Eaton, vp of Charles A. Eaton Co., golf shoemakers, started his interesting address on "Selling in the Golf Shop" by tossing peanuts to the 90 pros who attended the first merchandising session.

Eaton said the peanut demonstration exhibited in a simple way the main points of successful merchandising:

(1) Displays that show merchandise in stock and present it so it appeals to the senses of prospective buyers;

(2) Service that makes distribution of merchandise to the customer convenient, pleasant, and helpful and economical in supplying the needs of the customer; and

(3) Enthusiasm of the seller based on his knowledge of the merchandise and its value to the user.

Eaton forecast that pro shop sales volume would double in five years and added that merchandising isn't as complicated as playing golf.

In the Question and Answer period following Eaton's talk, he advised that ordering of a pro shop shoe stock can be done on a basis that takes good care of almost all golfing customers if the pro follows the sizes-and-styles charts compiled by leading golf shoe manufacturers. Usually these are carried by salesmen.

Bob said golf shoes are made slightly roomier than street shoes so they can be

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*An article covering the Teaching session at the PGA meeting will appear in February Golfdom.*

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worn with heavier socks, if necessary. He advised that golfers be encouraged to wear normal weight socks.

Eaton said he doubted that completely waterproof golf shoes could be made to stay that way and be comfortable. He suggested that applications of present satisfactory waterproof treatments should be applied about once a month and added a point to be remembered in shoe waterproofing preparation is that of having the shoe dry and soft after being wet.

Dr. Frank Goodwin of the University of Florida's College of Business Administration delivered his amusing address on "Human Relations" which always arouses gales of laughing at sales meetings. He was at his hilarious best for the pros.

A demonstration and clinic on pro shop display was put on against a background of pro shop merchandise displayed on pegboard. J. H. Legge of Daniel's Fashion Shop, Clearwater, arranged the display,

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### Three-Putt Greens Raise \$120 at Chartiers

Bobby Cruickshank, pro at Chartiers CC (Pittsburgh dist.) says his members came up with the surest money-raising idea in golf during a campaign for the Babe Zaharias Cancer Fund.

The Chartiers members put a dime into a box every time they three-putted a green. During the month of the campaign the Chartiers folks three-putted for \$120.

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using standard peg board fixtures. R. Ben Jones, southern sales rep. of Masonite Corp., pegboard makers, conducted the clinic.

Jones said the back of the pegboard should be dampened before applying so it won't get wavy. He said 1/8-in. thick pegboard is fine for pro shops. The board must be applied 3/8 in. from walls so fixtures can be installed. For holding clubs and other merchandise that might have the chrome scratched, Jones recommended fixtures covered with plastic.

Although the painted pegboard costs about 3 cents per sq. ft. more than the unpainted board, Jones recommended buying the painted material. He said the edges should be beveled slightly when putting the pegboard panels together.

Denny Champagne told of making excellent use of a post that had interfered with the display in his shop. He put pegboard around the post and now has considerable merchandise, frequently changed, on the panels. Champagne told how to effectively display golf bags on pegboards.

Several pros endorsed removing woods and irons from boxes and displaying them on pegboard fixtures in order to get prospective buyers handling the clubs more than they do when the clubs are boxed. Champagne said he shows four sets of irons, displayed diagonally on one type of fixture, so that the heads attract more attention.

Bill Markham, pro at Saginaw (Mich.) CC, went into detail about use of pegboard and Saginaw Industries' fixtures in his fine shop which was described in GOLFDOM (Sept., 1956, p. 29). Markham has a special fixture that is notched so each club is held in a slight recess, easy to take out and put back. Homer<sup>®</sup> Herpel told about the use of Decapoles in presenting pro shop merchandise on sort of an easel basis.

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plain his own addiction to golf as well as that of his English and American contemporaries. Here, he enlarges on the theme by going back six centuries, and in a couple instances, practically to the Stone Age, to analyze the mania that gives modern man what well may be his real link with the past.

Probably the most interesting addict described by Houghton is Alexander M'Kellar, who couldn't be anything but an old Scot. Alex bought a tavern but was so religious he decided he couldn't operate it. Thereupon he acquired a wife and installed her as the tavernkeeper so he could devote full time to golf. He played in the snow, even after dark by hurricane lamp, and occasionally had his supper brought to him on the 17th green. Nights when he wasn't playing, he sat around the inn talking about the game with his cronies. What ruined an otherwise perfect picture was Mrs. M'Kellar's refusal to serve ale.

This, and many similar anecdotes, give Houghton's latest book a bounce that should keep the reader in good humor for many days following the two hours it takes him to read it.

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## Pros Study Profits

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All the pros and Jones emphasized having pegboard displays well off the floor so it is easy to clean beneath them and to change the displays often. Some references were made to installing pegboard panels in golf shops so both sides of the panels are used.

Byron Thornton of the National Cash Register Co., retail sales training department, in telling "How to Increase Shop Sales" said that before long there will be 5,000,000 golfers spending an average of at least \$1 per week for golf equipment.

### Shop of Tomorrow

He believes that golf shops generally are going to take on a "new look" that will be semi-self-service retailing establishments rather than the face-to-face selling places pro shops now are. Complete self-service outlets with check-out systems similar to those of the big chain food stores also are a possibility.

Thornton's talk reflected considerable study by NCR experts of operations at the company-employees' 36-hole club at Dayton, O., and of suggestions advanced by five Dayton area professionals and their assistants.

Tommy Bryant, Gene Marchi, Norman Butler, Dixie Rutherford, Wilmer Goecke and their assistants were guests of NCR at what Thornton and Leigh Metcalfe, the company's asst. adv. mgr., call a "brain storming" session. Everyone wrote down ideas he thought would make pro business better. The ideas weren't evaluated or debated but simply put into the record for the individual consideration, later, of each pro and his staff members.

The Dayton pros produced 105 ideas, all of which were classified by Thornton and will be printed in **GOLFDOM**.

Thornton says that selling steps NCR advocates and has used successfully for 70 years are rated in this order: Introduction of the product, arousing interest, proving the need, demonstrating and closing the sale.

He thought that "Did you find what you are looking for?" is the best selling approach that can be used in the golf shop.

Clyde Mingleorff, pres., Club Managers Assn. of America, and mgr., Atlanta Athletic Club, told the pros that they, and manager have to work together like doctors and druggists. If there are petty, uninformed and selfish attitudes instead of cooperation between pro and manager, both department heads will suffer, the CMAA head said. He has worked with George and Harold Sargent, professionals at East Lake, the Atlanta AC's country club and has found the association thoroughly pleasant and profitable in making both clubs more attractive and useful to members.

Mingleorff suggested that in cases of clashes between managers and pros that each fellow investigate his own personality and operations before he starts blaming the other person.

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### Brugger Heads Turf Group

E. J. Brugger, Swope Park GC, Kansas City, Mo., is pres. of Heart of America GCSPA for 1957. Other newly elected officers are: Vp: P. L. Pepper, El Dora (Ks.) CC; Secy-treas: L. E. Lambert, Bethel, Ks; Directors: Harold Henry, Hillcrest CC, Kansas City, and Floyd Bears, Unity CC, Lee's Summit, Mo.

Holdover directors are Ray Whitlow, Topeka (Ks.) CC and H. J. Elmer, Indian Hills CC, Kansas City.

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