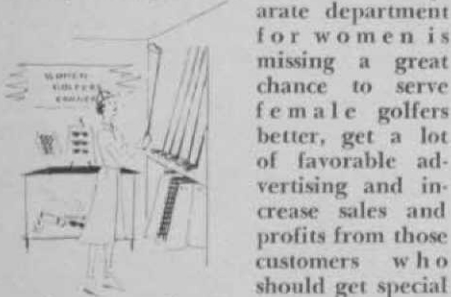


Over The PRO SHOP Counter

The pro will make money for himself and do a good job for his members and, for that matter, their friends and relatives, if he will keep a memorandum book of what each member would welcome as a golf gift. This record will help a lot when shopping is being done for Christmas, birthday and Fathers' and Mothers' days gifts.

*Ted Luther, pro, South Hills CC
Pittsburgh, Pa.*

The pro shop that doesn't have a separate department for women is missing a great chance to serve female golfers better, get a lot of favorable advertising and increase sales and profits from those customers who should get special attention from the pro before they get in the habit of buying golf goods outside.



* Howard Bonar, Pro, Waverly CC
Portland, Ore.

Wise buying accounts for a good deal of the success a pro realizes from his merchandising activities. He has his market right before him to be studied for the sizes, styles, prices, needs and other matters that determine what he should buy that will be quickly and profitably sold and, at the

same time, give satisfaction to the buyer.

A little better knowledge of market analysis and how to use it in buying and selling will increase pro business greatly.

*Frank Champ, Pro, Palmetto CC
Benton, La.*

Three questions that always test the good brains of the pro businessman are: How can I eliminate the 'dog' items in my inventory? How can I increase the efficiency of my department's operations? How can I profitably develop the change in my service and business from a pro shop to a pro store?

*Max McMurry, pro, Alameda (Calif.)
Municipal GC*

When the pro shop sells golf goods as prizes or as gifts have this merchandise wrapped in first class gift - package style. It gives the goods an appearance of special value.



Charles Congdon, pro at the Tacoma (Wash.) G&CC, says an assistant of his is a star at attractive package wrapping and has accounted for additional shop business through his packaging.

It seems to me that more golfers are playing equipment and wearing apparel longer because (1) prices are higher and (2) the pro's duties are becoming more numerous and do not allow him time for selling quality.

Each professional has to figure out his own answers to problems of reduced revenue. More accent on the probability that middle-aged and older members have outgrown old equipment and will buy new may be one answer. More thoughtful organizing of the pro's time could be another.

*Bud Williamson, pro, CC of Lincoln
Lincoln, Neb.*

If your club is considering a new clubhouse or pro shop, or planning to alter present buildings, give plenty of thought to storage for bag carts and golf cars. Size, location, arrangement and facilities of these storage areas offer different problems in almost every club.