

# Over The PRO SHOP Counter

Errie Ball, pro at Oak Park (Ill.) CC, displays a dozen or more shirts on coat hangers hung on a rack in the front of his attractive shop.

There also are sports coats on the rack.

The display has given a big boost to Errie's sales of shirts and is a colorful feature of the shop.

Ball says: "I thought I was making adequate presentation of a shirt stock when I had shirts on an open display on a table but this showing was not nearly as interesting and helpful to my members as the rack display. Men who belong to a first class club seldom are shoppers who are looking for something to buy. They haven't got any feeling and training similar to that which accounts for considerable buying of apparel by women at pro shops. The men have to be caught first by looks of the merchandise, then by feel and by speed and convenience of buying."

Especially recommended for the slow season is an idea that Ray Whiteside, pro at Coos CC, Coos Bay, Ore., tried out very successfully last winter. During the months of February and March, Ray offered his members all the lessons they and their families could squeeze in for just \$20. The first six lessons included the price of balls and thereafter the students paid for balls at 75 cents a lesson. Ray wasn't exactly swamped but he kept busy eight and ten hours a day during what otherwise are the dog days of golf for Northern pros. The winter lessons stimulated members to

take more (at regular fees) during the summer, got a lot of new students started in the lesson habit, and to put it in Whiteside's own words: "They stepped up sales of merchandise to the extent that I tallied the gross three times before I could believe what I had taken in."

A pro at a small private club in northwestern New York keeps everyone aware that he is in business by designating each week during June, July and August as "Putter Week," "Golf Ball Week," "Sports Shirt Week," etc. He has a small display window in the front of his shop which is appropriately dressed up for each weekly occasion and along with this he offers an attractive price inducement on the particular item that is featured for the week. The important thing, according to this pro, is to rig up a window (or special display area, if a window isn't available) that attracts a lot of attention. His suppliers, he adds, have given him a great deal of help and advice in putting over the program.

Some of the women who come into your shop are just getting around to taking up golf. If you don't recognize the female shopper, maybe it will be to your advantage to make discreet inquiries as to whether she is new at the game. If she is, she undoubtedly will need all the essentials to get started. One sale in cases such as this may lead to several others after some suggestions on your part. Being in unfamiliar surroundings, the lady probably will appreciate what help you can give her.

It's fine to shortcut details wherever possible, but neglecting to make out sales slips isn't one way of doing it. A sales slip should be made out for every item that goes out of your shop whether it is for cash or is on a charge. By noting each item sold you get an accurate picture of the type and brand of merchandise that's moving, your job of re-ordering is simplified and the very fact that you have your sales slips on hand at the end of the week or month makes inventory-taking much easier.

## PROS . . .

Santa Claus, world's best pro shop salesman, wants a job in your shop.

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