



Photo: Courtesy of  
National Cash Register Co.

## Lessons from Long Beach

# Buying, Public Relations, Taxes Play Big Roles in Pro Shop Operation

January *GOLFDOM* carried extensive resumes of several speeches made at the Business Operations and Instruction programs of the 41st annual PGA meeting held in Long Beach, Calif., in November. Excerpts from other speeches that prompted a great deal of favorable comment from pros attending the conference appear below.

## People Like to Buy At Pro Shops

Stephen C. Bilheimer, Pres., Silverwood's, Los Angeles

Pros have a great advantage as merchants. Their prospective customers want to know and be friendly with them.

The pro has a captive audience in his pro shop. The problems are (1) to get people into the shop, and (2) to have merchandise arranged so it helps to sell itself.

Buying and selling are interchangeable. If the pro buys right his customers will buy from him instead of having to be sold.

Every merchant makes some mistakes in buying. Get rid of your mistakes with the least loss possible and get your capital working again.

Study the resources, preferences, sizes, colors, etc., of your members and keep them recorded on filed cards. Know everything you can about what people like to buy. The pro has a much better opportunity than other apparel retailers to learn about his customers. If the pro doesn't take advantage of this situation he isn't much of a businessman.

Women like to buy at country clubs, whether

or not they are golfers. About 85% of hosiery, sports shirts and socks for men are bought by women.

Women will outsell men in most stores.

Run your business so you are important to your sources of supply.

Low pressure selling helps the buyer. Telephone calls suggesting something a golfer needs are a service to those who want to buy the golfer a birthday or Christmas gift.

Get the birthday data from the club records and follow it up in pro shop selling.

Know your downtown competitors' business by looking at their windows and stores and their ads.

Quick recognition of a style trend takes genius and luck.

The alpaca substitutes in the bell-sleeved cardigan jackets are cutting sales of genuine material but not too much as the country club class of fellow can usually be sold "the best."

Big men didn't used to go much for bright colors in golfwear, but they do now!

## It's A Different Job Teaching Women

Shirley Spork, Chmn., Teaching Committee, Ladies PGA;  
Member of Ellsworth Vines' professional staff at Tamarisk CC

About 50 per cent of all golf lessons are given to women.

Approximately 65 per cent of Shirley's lessons are given to men.

Women's physical limitations in muscle struc-

ture require that they be taught a different swing than men.

Women's hips are wider. It is harder for them to turn. Their arms and hands are weaker.

Many women overswing but don't turn right.



Leonard B. Schmutte (2nd from left), who came to the Findlay (O.) CC as pro in 1933, recently was honored at a 25-year testimonial dinner held at the club. In the photo with Len are, from left: M. S. Hauser, pres. of Findlay CC; Peggy Kirk Bell, former women's professional star who came from Pine Needles, N. C. for the occasion; and A. M. Gee, chmn. of the event and toastmaster for the dinner. Fellow pros who helped Schmutte observe his anniversary included Marty Cromb, Lou Chiapetta, Massie Miller, Bernard Pitney and Denny Sullivan. Before coming to Findlay, Schmutte was pro at Ft. Wayne (Ind.) CC and at Shawnee CC, Lima, O.

To keep the arms in close and let the left arm come across the chest, a woman has to get a lot of body turn while keeping the head steady.

It is vital to get a lot of help from the shoulders in a woman's golf swing. The left shoulder must come under the chin coming back and the right shoulder come under the chin going thru.

The simple exercise of lifting the club up with the left arm and hand and that of swinging the arms to get shoulder action help to improve a woman's swing.

Have the woman pupil swing the club three times between shots so she will get plenty of practice keeping in balance.

Have the woman pupil interpret your instruction and tell it and explain it back to you.

Tell the woman to listen to the club hit the ball then look up.

Many women get "hand-me-down" clubs from husbands and force themselves awkwardly in

trying to swing the club.

It is an advantage to women to use a ball of moderate compression (between 70 and 80.)

Women's usual mistake is rushing the swing. I tell them the longer the club the longer the pause should be at the top of the swing. I have them count.

You have to tell women to hit the ball emphatically by reminding them that the club is a tool, not a feather.

Women get bored quickly listening to the pro. They want to hit the ball. Start them with a 7- or 8-iron and get them swinging.

Women are slower than men in absorbing golf instruction. They are more exacting.

Tell women pupils that the course is no place for practice swings; that to be a fine golfer she should spend 50 per cent of her golf time on the practice tee and 50 per cent playing.

Many women who are taking golf lessons are shy. They may not even know where the women's locker-room is.

## Everything Pro Does Is "Public Relations"

Bob Walcott, Jr., Walcott & Associates, Inc., Public Relations Consultants, Los Angeles

The pro's continuous and effective job of indirect selling is done by what is called "public relations," meaning his connection with the public, whether the "public" is or isn't golfers.

The standing that the pro has in his community for his activity in community service and betterment, his work in charity drives, membership in service clubs and generally valuable citizenship stimulate business in the pro shop.

It takes time but the pro has to devote some attention and effort to community affairs if he is to enjoy prestige and profit as a business-

man.

Friendship, frankness and cooperation with sportswriters are highly important in pro public relations campaign.

The pro should expose himself as a businessman and citizen of good judgment, stability and initiative every chance he gets. He really is in public life and must act accordingly because he always is on inspection.

Public relations must be at the very best in the pro shop. Even the way that the telephone at the shop is answered can be a factor in building goodwill.



## Frequent Display Changes, Playing Up Regional Flavor Boosts Apple Valley Sales

At Apple Valley (Calif.) CC displays are frequently shifted from one side of the pro shop to the other to inject a note of freshness into the merchandising scheme. Counter type racks, with pegboard backdrops above them, enable Lloyd Mangrum and his assistant to change practically the whole shop around in only a couple hours. Note how clubs are displayed in the counters. Apple Valley carries a complete line of desert togs which quickly attracts the eye of the many visitors who play the course. Playing up of regional fashions can be profitable for pros in all parts of the country, especially if their courses get big play from visiting golfers.

*Chuck Curtis photos*



## Taxes Compel Pro to Know The Score on His Business

Kenneth Lake, Pres., Long Beach chapter, Calif. Society of Certified Public Accountants

Everything in the pro's business is related to taxes. Stiff taxation may be a partially disguised blessing for pros in making them careful about income and expense records.

A winning putt might cost a pro more in taxes than in additional prize money.

Lake said that experience at some pro shops shows that of the investment in inventory, 40 per cent is in balls and the turnover is 3 for a year; 35 per cent in clubs and bags with an annual turnover of 3; and in apparel and miscellaneous items the inventory is 25 per cent with a turnover of 2 a year. These cases are not to be regarded as "average" due to wide variations in pro shop operations. In numerous instances, apparel business constitutes about 35 per cent of shop volume.

Pro income, other than shop sales, often determines whether the pro can make enough

out of the job to warrant a competent man keeping it. Lessons, bag cart and golf car rentals and range income, in some instances, yield an income equal to 75 per cent of the profit on merchandise sales.

Wages take 30 per cent of gross profit. Percentages of other expenses in relation to gross profit of a pro shop have been recorded as: Advertising and publicity, 5; shop supplies, 6; range expense, 6; tournament expenses (in cases of club pros) 3; licenses and taxes, 2; shipping, 2; insurance, 1; legal and accounting, 1; bad debts, 1/2.

The pro saves money and worry by hiring competent accounting and tax advisory service. This is a job for a specialist just as golf instruction is a job for a pro.

The pro must carry adequate insurance.

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Norman R. Klug (l), pres. of Miller Brewing Co., Milwaukee, and Walter A. Moynihan, tournament dir., study PGA contract for fourth Miller Open, scheduled for next Aug. 7-10. Miller also is co-sponsor of All-Star Golf, the current TV hit.

## PGA Schedule

### FEBRUARY

- 6-9 - Tuscon Open, El Rio CC, Tuscon, Ariz.
- 6-9 - Puerto Rico Open, Berwind CC
- 13-16 - Texas Open, Brackenridge Park CC, San Antonio.
- 20-23 - Houston Invitation, Memorial Park GC, Houston.
- 22-23 - Jackson Open, CC of Jackson, Miss.
- 27-Mar. 2 - Baton Rouge Open, Baton Rouge (La.) CC

### MARCH

- 6-9 - Greater New Orleans Open, City Park GC, New Orleans.
- 13-16 - Pensacola Open, Pensacola (Fla.) CC
- 20-23 - St. Petersburg Open (Course to be announced).
- 27-30 - Miami Beach Open, Bayshore GC, Miami Beach, Fla.

### APRIL

- 10-13 - Greater Greensboro (N. C.) Open, Sedgfield GC.
- 17-20 - Kentucky Derby Open, Seneca GC, Louisville.
- 24-27 - Lafayette (La.) Open, Oak Bourne CC.

### MAY

- 8-11 - Arlington Hotel Open, Hot Springs, (Ark.) CC.
- 22-25 - Kansas City Open (Club to be announced).

## Taxes Compel Pro to Know Score on His Business

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Whether he charges a salary for himself against his cost of doing business is something for his tax counsel to decide.

Pros can't deduct cost of business clothing because it can be used as general wear. Cost of golf shoes can be deducted because they are not adaptable to general wear.

Cart ownership, depreciation, etc., now have tax angles being decided. The pro's tax counsel will have to advise him of the rulings.

The pro should carry a memo book in which he records expenses. He will be surprised how much he spends that can be charged against his cost of doing business.

In some matters a soundly founded estimate of expenses is acceptable to the internal revenue tax men. In such cases the pro should have an itemized and authentic report of expenses for a week and multiply by 52 on the tax return sheet.

Records of entertainment, business promotion, advertising and travel expenses must be closely kept as Big Brother requires all such figures on statement to be substantiated.

The pro's wife's expenses are not deductible unless she strongly aids the pro in his business.

Gambling losses are deductible against gambling gains.

## Teaching Control of The Swing

Dale Andreason, Professional  
Westmoreland CC, Export, Pa.

Playing with Sam Snead at San Diego while in the Navy, and getting educated in muscle structure during assignment to a rehabilitation program, was a combination of circumstances making it possible for me to study "inside" golf.

A golfer has to sit back so his hips will unlock.

Keep the left heel down at the top of the backswing and it is easier to keep the head steady.

Don't shift too much weight.

Golf is a game of good misses.

Pick out the weakest part of a pupil's game and stay with it instead of giving it a once-over-lightly and moving on.

Golf is especially difficult for the weekend golfer who once a week must do unaccustomed work with his hands.

Get the pupil basically in balance and the other details work out.

If you can get pupil relaxed there won't be much trouble in obtaining the correct grip.

The left eye should be on the ball. Cock the chin to the back of the ball and it is much easier to keep the head steady.

The pupil can stand with his knees bent but still have his hips locked.

The left hand must move through the ball.