



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.