

More Lessons from PGA Long Beach Education Sessions

How to Make Your Shop Sell

Ted Dexter, Western Mgr., D. G. Williams, Display Specialists

A good janitor could increase sales in a lot of pro shops by cleaning them.

The small shop should be a jewel; bright, attractive and with displays frequently changed.

Have experts from your local lighting company look over your shop lighting and make suggestions.

Merchandise to be used in cheerful, sunshiny weather must be shown in bright, tidy displays.

If the pro doesn't treat merchandise with respect through good display why should potential buyers show any keen interest in the goods?

Show merchandise so it looks important. Spend for equipment to display merchandise; get slack racks, trunk forms for shorts and slacks, forms for sweaters and shirts.

Get advice on what forms you need, where to buy them and how to use them from the display directors of local stores. Many of these fellows are golf enthusiasts and are big name "pros" in their own fields.

Pro shops are not cut up into big departments. That is a big advantage to them and the buyer who can get everything he wants for golf without moving from floor to floor.

Always keep merchandise fresh-looking; a few soiled shirts or wrinkled slacks on display can make the whole shop look slovenly.

January and February GOLFDOM carried complete resumes of speeches at the PGA convention on pro business operations and instruction methods. Here is more material on these subjects.

Have some merchandise at first tee; especially balls and gloves.

Have merchandise appropriate to weather at first tee on Saturdays, Sundays and holidays — headwear and suntan lotions on hot, sunny days; rain garments and umbrellas when rain threatens; sweaters and jackets in cool weather.

Have a display rack of putters at the practice green on big days.

The pro has a right to expect business but not to presume upon this right. He has to make his merchandise and service attractive and good value for the money.

Keep everything possible displayed and price tagged for easy buying as a great deal of pro shop revenue is the result of impulse buying.

Change pro shop displays often.

It is a mistake to get involved in too many different items of stock.

Don't go strong for cheap stuff. If you do every "junk dealer" is your competitor.

Buy comparatively few shirts, but buy in depth (size, color), to make best use of sharply limited capital for inventory.

Do some advertising by mailing attractive and helpful ads as enclosures with club bills.

Promote Christmas shopping and other gift shopping.

Teach Groups The ABC's of Golf

Guy Bellitt, Alameda County (Calif.) Golf Course

Group golf instruction is the biggest factor in developing the golf market. Many persons who are playing in golf leagues of large corporations never had seen golf played three or four years ago.

I am teaching 25 classes of ten per class each year and have been on this schedule for seven years at Alameda. Class is limited to ten as that is the number which can be best taught with some individual instruction for each pupil.

Group instruction has accounted for considerable play and pro shop business of women golfers.

First give class a general idea of golf and shotmaking and gain their confidence.

Show the class a set of irons at \$130, set of woods at \$95 and a bag at \$35 and they are ready to quit. But their interest revives when they are told that a beginner can do well the first year with \$65 worth of equipment.

I supply clubs and balls for the group les-

sons. The pupils have their own golf or rubber-soled shoes.

Familiarize the beginner with equipment and in 3 or 4 weeks he (or she) will be asking you to help them pick out clubs to buy.

In the first lesson the class is told there are only three fundamentals to be learned. This gets them interested because they think they can do a job this simple.

The first instruction is on the hand position or the "take hold." I don't like to refer to it as the grip because that suggests tension.

I tell juniors to simply take hold of the club with their fingers and their thumbs on top of the shaft, then slide their hands together.

It is important in teaching women to tell them the "why" of the instruction detail.

Give the class about 15 minutes exercise with the hands until the wrists get loose.

Have the class hold the club out in front then bend wrists and put the club on right, then on left shoulder. That exercise will loosen



When Meadowbrook CC, Northville, Mich., held a midwinter stag recently, Rocky Marciano, the ex-heavy-weight champion made the trip from his Brockton, Mass., home to tell members and guests what life is like on cauliflower row. In the picture are (l to r): John Brennan, Mich. pres. CMAA; Warren Orlick, pro, Tam O Shanter CC, Orchard Lake; Gene Rawlins, Meadowbrook mgr.; Marciano; Bill Uzelac, pro, Plum Hollow CC, Detroit; Tom Shannon, Orchard Lake asst. pro; and Red Lange, Plum Hollow mgr.

the wrists and give them an idea of the importance of using the hands.

The second lesson starts with a review of the first lesson (the grip), then goes into simple exercises showing the pivot with the left knee going in toward the right one, and showing the transfer of weight. Then some balls are hit.

The third lesson (and the third fundamental) is on the steady position of the head.

The three fundamentals are reviewed at the start of the first six lessons. Reference often is made to the importance of rhythm and coordination.

The 5-iron is used for the first three lessons. Then a wood for the 4th and 5th lesson. The 6th lesson is in chipping and putting. After that they'd had enough to get on a course.

The lessons are an hour long.

Explain that the swings are the same but the clubs make the difference.

Get the pupils to learn how to practice, then they are a long way toward doing their own thinking.

The National Golf Foundation's "Easy Way to Learn Golf Rules" are given with Bellitt's compliments to each of the class pupils.

Experts View Pro's Position in Fashion Market

Paul Sprinz, Merchandising Coordinator, Esquire Magazine. Eleanor Phillips, West Coast Editor, Vogue Magazine

Introducing authorities on the pro shop merchandising panel, Herb Graffis, editor GOLFDOM and GOLFING magazines, referred to the extensive use of golf club scenery in advertising designed to show the high class market.

Golf club influence has been and is tremendous in promoting suburban living, sportswear, Scotch whisky, gin (which was a Dutch East Indies planters' and Mississippi dock workers' drink prior to endorsement of it by golfers during prohibition's emergency).

The pro is in a strategic position to observe, influence and profit from the country club power as a style factor.

Paul Sprinz, showing an Esquire film presentation prepared for advertising agents, told pros how the magazine had established itself as the top authority on men's styles by directing their market study, editorial and circulation effort on the "vital 10 per cent" of buying manpower.

The pro must study men's styles and see

that he and his assistants are examples of exemplary grooming.

What gives quick-starting and strong selling value to men's well-styled apparel is design that is new, different, smart and fashionable.

Men's sportswear styles start with the best-dressed golfers.

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Eleanor Phillips, noted West Coast Editor, Vogue magazine, cited examples of the tremendous selling power fashion has with women.

The professional's wife will look at a magazine like Vogue and tell the pro what is going to be smart as golf wear.

Nine out of ten women copy what the tenth woman wears.

The pro had better let his wife direct the buying of any apparel items he is going to stock for sale to women.

When a pro is stuck with women's golf headwear or apparel that won't sell, chances are his wife could have told him the stuff wouldn't move at his club.