

Warns of Returned Goods Danger to Pro Business

PROFESSIONALS with business experience in addition to that of golf and golf manufacturers generally are crediting Squire Slacks with clarifying a situation that is costly to pro business.

Jack Lust, Squire Slacks sales mgr., reminded the company's pro customers, without sidestepping the facts of commercial life, that salable returned merchandise in good condition would cost the pro returning the merchandise 10 per cent.

The announcement brought out from under cover a condition that could penalize all professionals with prices that have to include a buffer to absorb returned merchandise costs. Some pros and manufacturers maintain that the mistaken belief that unsold goods can be returned for credit against unpaid bills or new merchandise is offsetting a large part of the advance made by the impressive improvement of pro credit.

Experienced, successful professionals recall that growth of pro business was seriously handicapped, and pro profits sharply curtailed, when a practice of returning unsold clubs to balance the books got out of bounds.

Sold at Distress Prices

Manufacturers couldn't eat the clubs or throw them in the river and had to get what they could for them in early winter. So big stores bought the merchandise on a firm order and at distress prices. The manufacturers used these receipts in lieu of what they had counted on from pro accounts and borrowed the difference in financing production of their new lines.

Then, in the spring, just when the pro shops were opening in northern and central states, the stores would break out with big ads on the same clubs the pro shops offered the previous year, and at murderously low prices.

Educational leadership of PGA national and sectional officials in acquainting pros with the fact that in business an order means an order, unquestionably saved pro business from having its market dangerously undermined.

Another action that helped to reduce the returned goods losses was work of

manufacturers' salesmen in getting pros to exchange merchandise among each other from late July or August on. Pro cooperation extended the balancing of inventories.

No Room for Unsound Policies

Business outlook for pros seems to be much better than in most other lines. But business conditions in general don't leave much room for unsound policies and practices. Hence the Squire Slacks announcement is regarded by golf merchandising authorities as well-timed for the good of pro businessmen.

The Squire Slacks notice reads, in part:

1. It seems that for various reasons (such as poor planning, lack of planning, adverse local weather conditions or simply overbuying), some accounts find themselves overstocked at the end of each season and then . . . they simply advise us that they are returning to us the unsold balance in lieu of payment.

2. Obviously, no matter how much we wish to cooperate with our accounts, we cannot go along indefinitely with such unbusinesslike practices.

3. Some of the accounts honestly believe that we are in a position to reship this merchandise to Florida, but, unfortunately, that is not actually so. Florida affords an excellent opportunity to test new style ideas which is a must to stimulate new sales for the following Spring and Summer.

4. Were we to accept indiscriminate returns, we would have no alternative but to try to resell this merchandise which for many accounts would be "out of style" thereby drying up the demand for new sales.

5. In order to keep our returns to a strict minimum, may we suggest that hereafter, you RETURN MERCHANDISE DURING THE SEASON ONLY FOR EXCHANGE ONLY (No later than July 15th through Aug. 1 for summer merchandise; No later than Jan. 10 through Jan. 25 for fall merchandise).

6. This arrangement will enable us to reship this merchandise while there is still a demand for same during the season.

7. However, we find that in order to

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**"For The Golfer Who
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**The Walker GASOLINE POWERED Car Is Ready to
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Dealer Inquiries Invited

Max Walker Fowler, Kansas

Returned Goods Danger

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put this merchandise back in salable condition, it must be repressed, reboxed and often reticketed and completely reprocessed through our warehouse at a substantial handling cost.

8. In order to partly offset this additional expense, we have no alternative but to charge you a "Return Handling Charge" of 10 per cent hereafter on all returns (except for manufacturing defects where you will naturally receive full credit.) We are quite confident that you will fully understand our position as we want to continue to be able to supply you with fresh merchandise in new styles which will bring a growing sales volume to our mutual advantage at all times.

Gives Merchandising Tips to Mid-Atlantic Assistants

Assistants and young pros who attend bi-weekly Middle Atlantic PGA seminars that are held regularly throughout the winter, recently got good advice from Harold Oatman of Norfolk, Va. In point-

ing out how to be better than average golf merchandisers, he told them:

1. Have and keep good credit.
2. Buy smart to sell smart.
3. Keep your shop and merchandise clean.
4. Live and dress within your means.
5. Get rid of bad buys even if you have to sell at your cost.
6. Keep a tight grip on member credit.

Jim Beattie Killed in Crash

Jim Beattie, pro golf sales mgr. of the New York branch of Wilson Sporting Goods Co., was killed in an automobile accident on Apr. 11 while enroute to a meeting of the Connecticut Section of the PGA. He joined Wilson in 1933 as a salesman, was appointed assistant pro golf sales mgr. in 1948, and was promoted to pro golf sales mgr. in 1950, a position he held at the time of his untimely death. He was 64 years of age. Survivors include his wife, Barbara, and his mother, who resides in Scotland. Jim started out as a pro and worked for several golf equipment firms before joining Wilson.