

## How to Sell Women

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quently, she has become price conscious to the extent that she is quality conscious.

### Weighs Quality and Price

What I mean to say, and it can't be emphasized too much, is that a woman weighs quality against price; and taking all things into consideration, usually makes the choice that will save money in the long run. Three times out of four she won't buy a cheaper sports shirt if a more expensive one is available because the real saving is in the latter item. Her husband, on the other hand, may not base his decision on quality or price but on how gaudy the shirt is. Certainly, he won't give much thought to buying a shirt that matches his slacks or vice versa.

As I have implied here, I don't think the average pro will ever do a good job of taking advantage of the women's golf bonanza. I think he'd be much farther ahead to bring a woman, preferably one with some retail experience, into his shop to handle the feminine trade. He should look for a girl who is forceful yet pleasant, one who knows how or has the ability to learn to buy conventional stock and at the same time be able to keep an eye out for new merchandise that will sell in a pro shop.

### Training May Be in Order

Maybe this sounds like a big order. Finding a girl who has the experience and merchandising instinct described above may be difficult. Perhaps it may be necessary for a pro to bring a girl in who would have to train for a short time at his expense, but in the long run it would be worth it. To begin with, most girls have a pretty fair idea of what women's merchandising is all about just from the shopping they have done, and I don't think it would take the average female more than a few weeks to take over and capably manage the women's department in a pro shop. I'm certain that in at least four cases out of five a girl would operate it much more profitably than it is now being run.

### Resigns Texas A & M Position

John S. Rogers has resigned as head of the Dept. of Agronomy at Texas A & M College to become research director for Associated Seed Growers, Inc. He had been with A & M for 20 years and was named head of the agronomy dept. in 1956.

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