

their breath when they came in to make a purchase.

Upon taking over the new job, Shriver started blasting out of the trap. Down came the racks, out went the display pieces. Nothing remained but the bare walls and a counter. Tiers of drawers were built into the lower part of the wall on two sides and the area that remained was ringed with pegboard. Platform type club racks were either built in or bought. Carpeting was installed in one end of the shop and a couple spots were wired in to illuminate dim corners. The doorway leading in from the clubhouse was widened.

Room to Swing

After this bout of tearing out and rebuilding, Shriver found that he had room not only for himself but a fair quorum of golfers. Where it once was almost impossible for a fellow to waggle a putter, he can now swing a wood club without fear of ramming the head through a wall. Almost needless to say, business at the Indian Canyon shop was increased appreciably since all this living space was uncovered.

The paradox is that the Spokane course has long been, and still is, considered by many to be the most beautiful municipal course in the country. Even though it has been completely refurbished, the pro shop certainly doesn't rate anything like that billing, but patrons and Shriver now at least say it's comfortable.

Shriver, in his 30s, is starting his career as a professional at a rather advanced age, but that doesn't mean he hasn't been close to the golf and sports business scene for a long time. Before taking the Spokane munny position he worked for 13 years as a sales rep for R. C. King & Co., MacGregor's Northwest agent.

"I was around pro shops so much I guess it was inevitable that I got into this business," Jimmy says.

Shriver also has worked as a salesman in a downtown Spokane sporting goods store and, up until the time he turned pro, had been recognized as one of the better amateur golfers in eastern Washington. He has won the Spokane city title twice and the Seattle championship once.

So, he doesn't come into the pro field as a babe-in-the-woods, being a fellow with a great deal of merchandising know-how as well as capable of teaching golf.

Ideas on Operation

"Travelling as I did for 13 years," Shriver says, "and seeing how at least a hundred shops were operated, I think I



Shriver's Indian Valley course is said to be most beautiful municipal layout in the U. S.

picked up a few ideas about merchandising and display. I feel that the real secret is keeping your place looking airy and uncluttered. There's a temptation to overdisplay, particularly when a shop is small. I'm using restraint in this because I don't want to give people the impression that I'm running a junk shop. When they attach that name to your place, you're dead."

In his travels as a salesman, Shriver also thinks he spotted a weakness in quite a few shop operations that kept pros in continual hot water. That was making a habit of either buying too much at the beginning of the year or going overboard at different times of the season when somebody got them overenthused on specialty items.

How Much Will They Buy?

"Buying is not merely placing an order on the strength of some wild guessing," Shriver observes. "It constitutes sizing up your market, getting an idea of how many people will purchase certain kinds of merchandise, and then deciding on how much to buy so that your sales will just about come out even with your purchases. There's not much profit, if any, in distress sales of overstocked merchandise. If you have to depend on them year after year, it's apparent you're being constantly pushed against the wall. So, chances are your credit rating is poor because you can't help but be slow in paying.

"I've seen too much of this in my 13 years as a salesman," Shriver concludes. "My intent is to go along and try to buy smart so that I won't have to sell scared."

The USGA Senior Amateur will be played Oct. 5-10 at Memphis CC.