

SHOES	Name _____					Phone No. _____
	Address _____					Chg. _____
						Cash _____
Date	Style No.	Last	Size	Price	Remarks	



By AL ROBBINS

What YOU Should Know to Sell Golf Shoes

There are several reasons for keeping a shoe file or record (such as the form above) on your members. In ordering men's and women's shoes, you'll find that you have 200 sizes alone to contend with. By keeping records and consulting them before putting in a stock, you'll find that you can narrow your choice of sizes to a relatively few basic ones and still be able to fit practically every man and woman at your club.

Records help in other ways, too: They give you a check in color and style preferences of your members; they tell you, in general, how long members have been wearing their shoes and their approximate condition; in "Remarks" you can note the peculiarities of your members' feet. (I'll suggest later what can be done to adjust shoes to these); records can help you get rid of leftover stock at the end of the season by matching your members' shoe sizes with what remains in your inventory. When this is done, you can go to some of these members and offer them a "shoe bargain." That helps you get your money out of your stock.

Here's another thought. Shoe sizes are a guide to sock sizes. If a woman member, for instance, wants to buy socks for her husband and you know his size — you make a sale. If not — no sale.

If you haven't already got a file started, why not check with a locker room attendant and get the information necessary for starting one? Don't wait to set up your records on a "sale by sale" basis. It may take you a lot longer than you think.

In fitting, always keep in mind that a man wears the same size golf as street shoe. A woman's golf shoes should be a half size larger than her street shoes because she is going from a high to a low heel. This causes her feet to spread out.

Discourage your customers from insisting on a half-size larger shoe to compensate for the heavy socks they wear while playing golf. Tell them to break the shoes in by wearing light socks. In a short time they'll have room enough for heavy socks.

Men should sit down while you are measuring their feet. Women should stand. I recommend using a Brannock Device for measuring. It can be used for men and women. It is made by Brannock Device Co., Syracuse, N. Y.

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Tips on Golf Shoe Sales

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On the subject of devices, it's wise to have a shoe-hose size chart handy. You can get these through an apparel supplier.

Always use trees when displaying shoes on counters, shelves, etc. I recommend aluminum trees because they are light in weight. There's psychology in this. When a person picks up a shoe, he is immediately impressed by its weight. If there is a heavy tree in the shoe, his first reaction is, "I'd hate to drag a pair like this around."

Some of those adjustments that can be made to take care of peculiarities of the feet are: Use of tongue pads or heel cushions; removal of eyelets if the shoe rubs too heavily on the top of the foot; inserting eyelets behind the top eyelets if shoes become floppy. You can easily learn to handle all of these things.

If you're the kind of a fellow who likes to make conversation while fitting shoes, here's some information that may be valuable: Sam Snead wears a 9C; Bob Rosburg, 9½C; Dow Finsterwald, 10B; Mike Souchak, 10½D; Gene Littler, 9B; and George Bayer — I've promised to keep his shoe size a secret.

Watch for This!

Every golf club in the U.S. is being mailed a form card on which space is provided for names of operating personnel entitled to receive GOLFDOM. Unless this card is filled out and returned, we cannot continue mailing GOLFDOM to these people.

If your club failed to receive this card or misplaced it — use the form on page 96.

Our circulation auditing association requires that the list of persons to whom GOLFDOM is mailed be kept up to date. If this is not done, we are required to stop mailing the magazine to old names on our list.

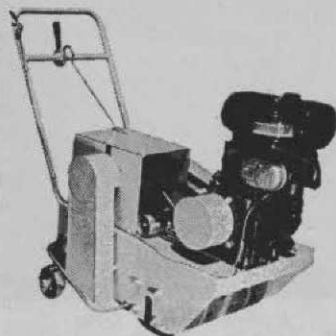
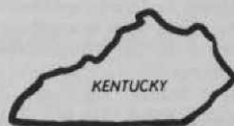
To make certain that your 1960 officials and operating heads receive GOLFDOM, please fill in the form and mail it today!

Turf Association Organized

Central Virginia Turfgrass Assn. was organized in Dec. at a meeting in Oak Hills CC in Richmond. Fred Sappenfield of Willow Oaks, Richmond, was elected pres. Other officers are Richard E. Amidon, Oak Hill, Richmond, vp and Harry J. McSloy, CC of Virginia, Richmond, secy-treas. Two-year dirs. are Harry N. Allanson and Irvin B. Clarke and one-year dirs. are Richard F. Byram and Harold J. Neale.

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