



Ridge pro staff moved into its new shop this spring. It was built on site of the old.

For A Sales Transfusion— Try A New Shop

Ridge Country Club is in a kind of Shangri La setting, only a few steps removed from a hustling, main traffic artery in the city of Chicago. When you drive through the club's main gate off 103rd street and find yourself suddenly transplanted from all the hurry and bustle to a leisurely paced setting where there is nothing but beautifully maintained fairways surrounded by pleasant homes, your first impression is that you're in another world.

Many of the Ridge's 300 playing members live in homes adjoining the course.

Since so many are within walking distance of the first tee, and Elmer Schacht's pro shop, the club is thought of as a neighborhood gathering spot rather than as a remotely located country club which, except for weekends, may as well be outside the continental limits. When a Ridge member takes a stroll or walks the dog, chances are very good that he may end up getting in a quick nine holes.

A Golfer's Club

All this rebounds to the benefit of Elmer Schacht, who has been running the pro shop at Ridge since 1943. So does the fact that Ridge is primarily a golfer's club and practically every day of the week from May through September sees some special playing event being staged. With this happy combination of the unscheduled with the scheduled, business at Elmer's club is constantly undergoing a transfusion.

But at the moment, though, Schacht will
(Continued on page 32)

Head pro Elmer Schacht (right) is shown with his assistants, from left: Bill Fitzsimmons, Mike White and Vince Milewski. Bill and Mike are inside men and Vince is in charge of instructions.





Floor to ceiling natural light adds luster to Ridge's displays.



Fan of clubs and bag on wall back of register is only one of many eye-catchers in the shop.



Pegboard and corner shelves give latitude for wide variety of displays.



(Right) Mrs. John E. Kenny gets ideas from Bill Fitzsimmons in selecting gift for husband.



Upright racks save wear and tear on bags, make it easy to get at them. Boards on end of racks hold location index.



Ridge pros now know luxury of plenty of back-room space. Mike White is shown cleaning clubs.

tell you that there isn't any transfusion quite like a brand new pro shop. Whether the odor of fresh paint, the gleam of new fixtures or the cozy feel of new carpeting gives an added luster to the merchandise and makes it more salable, Elmer can't say. But the combination, the Ridge pro observes, is good for business.

"For as long as I have been here," Schacht says, "Ridge has been a pro's club. Over the years we've been able to make enough people conscious of the shop to bring our patronage from the playing members up to around 100 per cent. But as good as business generally has been in the past, I don't think it ever has quite come up to what we've had so far this season. And, as everybody knows, we haven't had much of a break in the weather."

"So," Schacht continues, "it must be the new shop."

Kept Stock in Drawers

"As I see it," Elmer explains, "we now have plenty of room in which to display our playing equipment and sportswear. A year ago that wasn't true. Most of our stock was put away in drawers, or kept on shelves or stored in the back room because we didn't have enough space to put it out. I'm sure that many of our customers hesitated to ask to see numerous items, particularly sportswear, because they either didn't want to bother us to bring it out or they didn't want to feel obligated to buy it when we did. It was a rather uncomfortable situation all around."

"But now they can come in and look around and see our full line from sports

coats to carryalls and not feel pressured to buy a single thing. I suppose," Elmer concludes, "that the relaxed shopper feels more inclined to spend his money than the one who thinks he is under obligation to buy."

In keeping with Ridge's relaxed atmosphere, neither Schnacht nor his three assistants ever push a single item. No point of sale material is displayed in the shop. About the only advertising aids that are used are the occasional flyers that are sent out calling attention to new or special merchandise or to the sales that are held not more often than once a month. Golfdom's "Christmas Shopping at Your Pro Shop" has been a standby for several years. The Ridge pro staff depends upon its excellent displays, reputation for handling quality lines and tactful salesmanship to keep its merchandise moving.

Closing the Sale

Tactful salesmanship, incidentally, includes a few stratagems to close a sale. If Bill Fitzsimmons, who has been with Elmer for six years, is selling a straw hat, it isn't out of bounds for Mike White, another assistant, to make the observation that the hat does wonders for the customer — in fact, makes him look like Sam Snead. This kind of sales logrolling, while

(Continued on page 79)

There are many rules directly associated with your work and numerous changes have been made this year so I would like to recommend that you have reference to a Rules of Golf book. There are two other pamphlets I think you would find helpful; one is the Conduct of Women's Golf and the other is the USGA bulletin on preparing a course for competition.

One final word, all the Minnesota Women's Golf Assn. (private) courses have now been rated to comply with the USGA handicapping system.

Nothing Like A New Shop

(Continued from page 32)

quite transparent, is very effective, probably because the ego of a golfer is the easiest in the world to inflate.

Schacht, who in spite of his relaxed manner and the relaxed shop he operates has an ulcer, uses a favorite catch line in dealing with persons who are wavering between top quality and medium price merchandise. It is simply: "Why shouldn't you have the best clubs? You drive a Cadillac, don't you?" It seems that there are enough members at Ridge in the Cadillac class to make these queries salesworthy.

Plenty of Activity

To return to the neighborhood theme and the great amount of golfing activity that goes on at Ridge throughout the season: Because there are so many persons who live within roughly No. 1 wood distance of the club, there is perhaps as much twilight golf played at the Ridge course as anywhere in the Chicago district. There's also great emphasis on husband and wife competition and because of their proximity to the club, the women descend on it to put in a great deal more playing time than the customary Ladies Day calls for.

Through the efforts of Joe Para, Ridge's sports and pastime chmn., with whom Elmer Schacht closely cooperates, there is, in fact, something going on in a golfing way at the club all the time. The entire season's schedule is planned well in advance of May 1st and it is printed in booklet form for distribution to all players. A perusal of it shows that there are very few open dates during the May-September period. When there isn't a man or women's club or interclub tournament going on, you can bet there's a fish derby, driving contest, sweepstakes or some other equally interesting event to fill in.

Hit 1 or hit 100...

SWEET SHOT GIVES YOU THE LONG BALL, CONSISTENTLY!

Some golfers get greatest distance with a high compression ball—others with a lower compression golf ball. That's why Worthington makes **Sweet Shots** in different compressions—so you can recommend the one that best matches each golfer's swing. "Big hitters" need a harder ball, like the **Sweet Shot 100**; smooth swingers do best with a lower compression ball, like the **90**.

And once you have helped a golfer select **the Sweet Shot** for him, you can be sure that he'll get his longest drives *consistently*. Precision dyna-tension winding, plus individual compression-testing, assures you that every **Sweet Shot** you sell is the same compression as the last.

Recommend the *long* ball for 1960—the **Sweet Shot**. Use it yourself, and hit for distance, consistently!
SOLD ONLY IN PRO SHOPS.

Worthington
ELYRIA, OHIO

