

claims have to be settled.

### List of Needs Comes In Handy

A written inventory of members' playing equipment usually surprises the professional by disclosing how much his players may need. Christmas, birthday and other gift occasions offer many merchandising service opportunities to professionals in supplying these needs.

An inventory made toward the end of the summer supplies useful buying guidance for the next year. Definite figures on requirements are worth far more than impressions, hunches or even past experience. Exact figures are particularly valuable when something such as the women's golf market is developing rapidly and should be kept under close watch by the professional.

### Survey Form Available

The trouble with the market survey is that it is detail added to an already burdensome amount of paperwork being done by men who are not always temperamentally suited to this kind of labor. However, the survey job is simplified by a form that GOLFDOM made up some years ago and which may be obtained from the National Golf Foundation, 804 Merchandise Mart, Chicago 54, Ill.

It has been my observation that the time spent on a market study in the rack room leads to results that make it about the best paid project a professional and an assistant can undertake. To check my opinions on the market study with the experiences of successful pro businessmen, I consulted several Spalding staff members who are outstanding club professionals as well as playing stars.

### Lesson Tee Shows Needs

Jerry Barber, pro at Wilshire CC in Los Angeles and PGA champion, says that when he went into the Wilshire job he went through the rack room very thoroughly and saw what the players needed. Some experimental tries at selling members whose equipment needed replacing did not yield results that were satisfactory. Following that venture, Barber began accenting the lesson tee approach to club sales. He says:

"I know that if a fellow had or took the time to follow up sales leads from the rack room he would do some business, but in our case we found that we could sell much more equipment from the lesson tee and do a better job this way." Barber, incidentally, is a marvel when it comes to fitting clubs.

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### Annual PGA Meeting Scheduled for Nov. 2-10 in Florida

Forty-fifth annual meeting of the PGA will be held Nov. 2-10 at the Diplomat East Hotel, Hollywood-by-the-Sea, Fla. Henry C. Poe, former vp and pro at Reading (Pa.) CC will be general chmn. of the meeting. The executive, tournament and manufacturers relations committees will hold their business sessions between the 2nd and 6th and the education and teaching programs are scheduled for the 7th, according to Don E. Fischesser, who is in charge of these activities. Tommy Armour will conduct a teaching clinic during the latter session. On the evening of the 7th, the president's dinner, marked by the presentation of Hall of Fame, Player-of-the-Year and Club Professional-of-the-Year awards, will be held. The last three days of the conference will be largely devoted to various meetings of delegates.

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Jerry adds: "Every club has some members who want new equipment every year. Then there are many members who begin looking at new equipment after several poor games in a row. However, most golf equipment is sold through good display along with alert sales people in the shop who suggest that a player might try this or that.

"We've found that some equipment can be sold on rainy days when the member is just standing around waiting for the rain to stop or cheerfully loafing in the shop."

### "What Should I Give?" Answered

Paul Runyan, professional at La Jolla (Calif.) CC and the PGA of America and international PGA Seniors' champion, sees in the rack inventory the possibility of a service that inevitably must produce sales. Runyan remarks:

"A record of the needs of the potential customers is of timely usefulness when a husband, wife or business associate wants to give a golf gift and doesn't know what is needed.

"I see the advantage of knowing the right answer as to golf needs illustrated by my friend, Jim Fogarty, at the Oakmont CC, Glendale, Calif. He is a wonderful detail man and really a genius at making use of his knowledge of what's

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