

On the Professional Side

By AL ROBBINS

A potentially large market is not being properly exploited by golf professionals. That's why Golfdom has permitted me for the second month to occupy this column and talk about golf shoes.

Last month we talked mainly about displays. Here I am going to suggest some things that I think will help the mechanics of your shoe operation.

First of all, I recommend keeping a card index on all persons to whom you sell shoes. The index should include the date of sale, shoe style number, last size, price and remarks, the latter referring perhaps to the style (such as a Blucher) that the player prefers.

Why Keep Index?

Why keep an index? There are a surprising number of people, men in particular, who never go near a shoe store to order shoes. They do it by telephone, leaving it up to the store manager to select the right size and style for them. So, why can't you start to get some telephone business? Then, too, surplus stock can be more easily disposed of at the end of the season if you've indexed your players. Telling them you have their sizes — at bargain prices — many times supplies the only incentive needed for them to buy.

It's time the professional built a reputation for being as expert in fitting shoes as he is in fitting clubs. If you aren't fully familiar with the Brannock shoe



measuring device, I suggest that you get a shoe salesman to check you out on it. Thereafter, there are two important fitting tips that you should keep in mind: When men are sized, they should remain seated; when women are sized or fitted, they should stand. If you wonder why there is a difference, it's because of the high heels that women wear. Heels play tricks with women's feet that make them hard to fit in any type of shoe they buy. So, it's wise to make sure their golf shoes fit perfectly.

Not Supposed to Match

There are two other things that should be remembered in fitting shoes. One, is to have the customer try on both shoes at the time he or she is being fitted. Feet never match — they aren't supposed to. However, only the slightest adjustment of the left or right shoe usually is needed. If you aren't familiar with adjustments, I suggest that you ask the salesman who supplies your shoe stock to show you what they are.

Men usually are fitted wearing lightweight socks. This is as it should be. Occasionally, though, you have a player ask, "But what am I going to do if I want to wear heavy socks? Shouldn't you allow for that?" The answer is, No. Tell them after the shoes are worn a few times, they will be properly broken in. Then, heavy socks can be worn comfortably.

Market for Loafers

There should be a good market for you in loafers for men, women and Juniors. What do the players wear between their homes and the course? You and your assistants should make a survey of this, probably without even asking any questions. After this is done, you can decide whether or not it would be profitable to stock loafers. If you do put them in, remember they are sold on the strength of

(Continued on page 174)

Al Robbins, who calls on pro shops throughout the Midwest with an extensive line of sports apparel, is a reformed shoe man. He has fitted numerous celebrities in all walks of life (no pun intended). While in the shoe business, Robbins won ten national awards for both display and merchandising.

Retired Greenkeeper looking for something to keep active during 3 or 4 mos. to act as 2nd pair of eyes for a very busy greenkeeper — also can act as a ranger in a powered gas car. Address Ad 419 c/o Golfdom

SALESMAN WANTED — TO SELL NEW TYPE OF CIGARETTE HOLDER WHICH IS READILY ATTACHABLE TO A GOLF CART HANDLE. THIS ITEM IS BEAUTIFULLY DISPLAYED AND HAS 24 CLIPS ATTACHED TO AN 11 x 14 CARD FOR COUNTER DISPLAY. WRITE — HEP MANUFACTURING COMPANY, 21 NORTHLAND AVENUE, BUFFALO 8, NEW YORK

Representatives wanted for established line of imported alpaca, cashmere and wool knits. Territories open: New England, Mid-Atlantic States, Florida, Texas, Southwest. Address Ad 420 c/o Golfdom

Associate Greenkeeper wanted now for 18 hole public golf course in Chicago area. To assume position of Greenkeeper beginning with 1964 season. Year-round position and good fringe benefits. Send resume of past experience, references and salary requirement to Ad 422 c/o Golfdom

SALES REPS WANTED — To contact Golf Clubs, Pro Shops, Driving Ranges, etc. for Golf Guide. New fast-selling, pocket-size fact booklet for golfers. Liberal Comm. Golf Guide, Room 1101, 19 W. 34th St., New York 1

SALESMEN WANTED to sell PLAYMASTER golf equipment in the Midwest and Southwest. Complete line of golf gloves and golf jackets for women and men. High commission. Calree Glove Co., Inc., Box 43, Baldwin, N.Y.

Salesmen covering golf clubs to sell unusual, inexpensive, easy selling golf glove. Commission or otherwise. Write experience and territory covered. KOOL GLOV, BOX 561, BRIELLE, N.J.

MISCELLANEOUS

FOR SALE — NASSAU GOLF CAR 1962 DEMONSTRATOR, LIKE NEW, USED VERY LITTLE. MUST SACRIFICE. CAN DELIVER. BOX 55, ONEIDA, N.Y.

WE WILL REPAINT AND RELETTER YOUR USED GOLF BALLS FOR 7¢ EACH. BADGER GOLF CO., WATERFORD, WIS.

WE MANUFACTURE IRONS, WOODS, PUTTERS TO YOUR SPECIFICATIONS AND TRADEMARK (JOBING QUANTITIES). WRITE FERNQUEST & JOHNSON GOLF COMPANY, COLMA, CALIF. FOR PARTICULARS

For Sale — 18 hole Par 70 Public Golf Course. Clubhouse, Dining Room, Ballroom, Bar, liquor license, large Pro Shop. Flourishing community Eastern Pennsylvania. Address Ad 405 c/o Golfdom

WANTED FOR CASH

OLD GOLF BALLS — RETRIEVED FROM PONDS, GOLF COURSES ETC.

Cut or bumped\$0.36 per doz.
Off brands and slightly nicked 1.56 per doz.
Round and perfect \$1.25 brands
for refinishing 2.40 per doz.
At above prices, freight to be prepaid by shipper.

Send for shipping tags and instructions
NOTE—Golf Driving Range Culls wanted (Quotation upon request)

We are nation-wide Distributors of the finest in Driving Range, PAR 3 and Miniature Course equipment — balls, clubs, mats etc. Send for our current supply catalogue

NORTHERN GOLF BALL CO.

2350 W. Roscoe Street Chicago 18, Illinois

FOR SALE, MODEL 300 E-Z-GO Golf Cars, completely rebuilt and repainted, new batteries and charger, each \$495.00. Our trucks can deliver. Nassau Car Co., Inc., 133 Jericho Turnpike, Mineola, New York.

GOLF COURSE FOR SALE — 18 holes, Championship Layout with watered fairways. Liquor License. Course located 7 miles West of Detroit. \$220,000 down. Address Ad 406 c/o Golfdom

USED BUT GOOD: Hand greens mowers, ball washers, sod strippers and "surplus" parts for mowers and other supplies. SES, Box 2, Wayne, N.J.

Close out sale: 2 — 1962 used Caddy Cars; 8 — 1961 used Caddy Cars; 3 — 1962 used TeeBirdies; 4 — 1962 New TeeBirdies. Address Circle Sales Inc., 405 Harrison Street, Springfield, Ohio.

WANTED, "THE RIGHT MAN" to build and operate 18 hole Golf Course. Owner has 175 acres, ideal terrain, water supply, Clubhouse, Motel Units, profitably operating as private club. Territory needs course badly — Business and Industrial leaders support assured. You build the Course, the property title is yours for token payment, with balance spread over 15-20 years. Age & Health are owner's reasons for this unusual offer. If you are the right man, contact BILL BAIN, P.O. BOX 351, NEWARK, OHIO

For Sale — 2500 used Range Balls 80% Worthington paintless, balance newly painted and re-stripped — used 2 seasons. \$18.00 per 100 — \$165.00 per M — \$900.00 lot, F.O.B. Cleveland, C.O.D. Highland Golf Range, Inc., 3601 Green Road, Cleveland 22, Ohio

GOLF CAMP FOR BOYS — at beautiful White Mountain, N. H. course — daily lessons — play, handicaps, etc. — all other camp activities — Write Richard A. Thomas, 392 Country Way, Scituate, Mass.

Want Results? Use Golfdom's Classified Ads

On the Professional Side

(Continued from page 35)

being the most comfortable shoe a person can wear.

There are two things that I do want to bring up about displays. The first is that it is old fashioned to display shoe boxes. Your better shoe stores dropped the custom several years ago. You'll sell many more shoes if you put the boxes back in the storeroom and only show the shoes.

We mentioned in last month's article (page 42) that professionals may want to mount some of the more colorful catalog display pages and show them in lieu of stock. Just recently we saw this done. About 20 pages were mounted on heavy maroon paper and attached to a bracket fitted on to a pole lamp. All the customer had to do was flip the pages to look over the display. Possibly you have seen the same idea in music shops where records are displayed on pole lamps in similar fashion.