



On the Professional Side

It is the opinion of numerous pros who have been around the golf scene for a few years that assistants and others who handle shop sales should be completely familiar with the purchase of merchandise. Why? There are several reasons:

Anyone who is given the job of selling for you should know why you purchase the merchandise you do. It's a boost for their ego to be in on the deal when a purchase is made; it makes them feel more responsible for selling the goods that has been bought by the shop. The result is that they take more personal interest in making sales of merchandise with which they are fully familiar.

Your sales people should constantly be in contact with outside salesmen and reps. In this way they get firsthand information from these suppliers as to the features of the merchandise you handle. If they get it secondhand through you, there is a chance that part of the description of these features is lost in transit.

In such things as apparel there are any number of variations in sizes. Because of a difference in the stretchable qualities of various fabrics, medium, for example, doesn't mean the same in all shirts, sweaters, gloves, etc. An alert supplier will explain this when he sells to you. If your entire sales staff is on hand for his explanation, the size variations will be better understood than if you to try to explain them later. What is more, members of your sales staff probably will ask questions of the outside sales rep that you wouldn't think to ask.

If your assistant and other sales personnel are completely familiar with the

purchase routine from the receipt of goods to putting it in stock or inventory, it will ease the burden on you when merchandise has to be re-ordered.

Intimate contact with the purchasing system enables your employees to serve the customer better. They know what is in stock, where it can be located, and if it is necessary to obtain any merchandise through special orders.

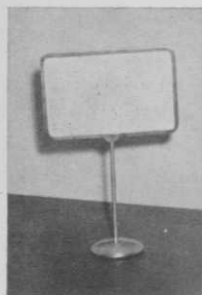
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Many pros may not realize it but they steal from themselves. How? Simply by not charging out the balls, gloves, caps, shirts, etc., they pick up off the counters and racks and use when they go out to play. It is, of course, their privilege to do this, but when alleged discrepancies show up in the stock or inventory, innocent people may come under suspicion. Regardless of what kind of an accounting system you have, memos or charge tickets of some kind should be made out every time the pro or one of his staff takes out merchandise that doesn't have to be paid for.

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One shrewd pro, who is cleaning up selling apparel, always lays three or four pair of shorts on the counter when a woman asks to see a pair of shorts. According to his figures, one of seven women will buy more than a single pair when this is done. About two out of five women will automatically ask to see a shirt or blouse that can go with each pair of shorts. The other three out of five are reminded by the pro that he has matching shirts or blouses for the shorts they are looking at. An alert fellow like this can't help but make money.

If you have golf shoes held over from 1963, the best way to move them out of stock is to display them. Al Rob-



bins, who represents Saks Fifth Avenue in the midwest, suggests handling them this way: Display the shoes on a table or shelf away from other merchandise. Use a chart (such as the one shown in the photo) that gives a complete inventory of the shoes that are left

over. On the chart, sizes from 5 through 15 can be shown in a horizontal line across the top; and widths, AAA through EEEEE, can be listed in a vertical column at the left. Lines extended vertically and horizontally form squares in which quantities can be noted. If the figure "1" appears in a square and the shoe in this size-width category is sold, the figure can be X'd out. This kind of arrangement gives a running inventory and makes it easy for the customer to determine if you have his size in stock.

Cantrell States PGA's Position in Legal Suit

Answering a suit filed in February by John D. MacArthur, which alleges that the PGA has failed to complete a purchase contract for two courses and a clubhouse in Palm Beach Gardens, Fla., Warren Cantrell, president of the professional organization, made this statement:

"The contract provides that the property must be acceptable to the PGA as completed before the sale is consummated. There are many loose ends to be tied up before the PGA's architects can certify that the courses and clubhouse are completed."

Cantrell added that since 1961 there never has been any question of the interest of the PGA in the property. At various times in the last three years it could have voided the contract for failure of MacArthur to perform certain conditions in the agreement.

The contract is said to involve about \$3 million.

Golf Book

If You Must Play Golf. By Patrick Smartt. Published by David McKay Co., Inc., 750 Third Ave., New York, N. Y. 10017.

"The object of the game, silly as it is, is to coax, biff, or buffet a very small ball into a very small hole situated in a very restricted area of prepared ground." The object of Smartt's new book is to relax, refresh and rehabilitate the harried golfer with wry comments about the game. Smartt scores an ace with this book, the publisher says.

Examining the foibles and frustrations of golf, Smartt spices his book with descriptive comments that should appeal to avid golfers and their 19th hole partners. Try this. "There are four main grips. The ham-fisted or two-handed; the interlocking, which is the very involved, especially if you forget the cipher and can't unlock the thing; the overlapping, which is the most popular; and the trembling, which is the most common."

Smartt lends his British wit to golf's commonest problems. The short, swift commentary is illustrated by John Jensen. It's a great way to spend an evening after you've just added ten to your score.

At long last a complete and detailed manual on the successful conduct of the golf club championship has been assembled. An ideal gift for the new golf chairman, the book outlines in depth a program to make the men's and women's club championships the competitive and social highlight of the playing season. It outlines the step by step planning from setting up schedules to competition and defines the duties of the committee, manager, supt., professional and caddy-master.

The tourney pattern follows the big-time golf format with sections on qualifying, notices, rules, publicity, pairings and starting times, necessary posters and proper score sheets for both match and stroke play.

Compiled by Carol McCue, executive secretary of the Chicago District Golf Association, the manual, *How to Conduct Golf Club Championships*, is available at \$2.50 per copy from the Golf Publishing Company, Box 329, Evanston, Ill.

Every club should have three copies, one for the men's golf chairman, the women's golf chairman and the club office.