

# On the Professional Side

There will always be arguments about the wisdom of showing cheap, repainted balls in a bowl on the counter of the pro shop, and top quality balls under glass, out of reach of the customer, sometimes out of sight and invariably without the prices displayed. Some pros have increased quality ball sales by displaying leading brands on the counter along with the repaints and price-marking all. Many of them say this kind of a display moves numerous borderline buyers to buy top quality balls in preference to the repaints.

Some semi-private and munny shops display quality balls with signs advertising discounts on dozen-lot purchases. It is rare when pros at these locations cut prices on three- and four-pack quality balls. Most of the price cutting seems to be going on in stores where it is suspected that stolen balls are being retailed.

Hubby Habjan, pro at the Onwentsia Club in Lake Forest, Ill., kind of

shames adult players into not buying the repaint balls he has for sale. On the bowl in which he displays them he has a sign that reads: "For Juniors—50 cents."

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In many cases a pro shop's shoe profit for the entire season is tied up in shoes that are left over at the end of the year . . . It isn't a bad idea to literally memorize the sizes of shoes you have on hand so that you can seize every opportunity to sell them to players who may be interested in them . . . Some firms permit unsold shoes to be returned, but keep in mind that it costs approximately \$2 to return one pair of shoes.

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This has been brought to your attention before, but it's worth repeating . . . Supermarket officials like to have their customers see red — but only as a color on point of purchase displays. A study made by Audits & Surveys emphasizes this. The next three most important

colors are blue, green and yellow. White doesn't seem to get much distance. Most supermarket merchandisers prefer single color displays to those in which combinations are used, but if you insist on combinations, use red and blue. They seem to carry the most punch.

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If merchandise certificates rather than actual merchandise are offered as prizes in club tournaments it should be stipulated that the face value of the certificates (or some portion of them, such as 60 or 70 per cent) can't be applied to members' bills . . . Pros who have permitted this have soon withdrawn the privilege because it has dawned on them that it doesn't actually move merchandise . . . More and more pros are getting away from making wooden tees freely available . . . "Make them ask for them," is the latest watchword in quite a few shops . . . The reasoning is that the player feels more obligated if he

has to ask for the tees than if they are put out where he can dip in and pick them up . . . Too, it gives the pro a chance to suggest a package of golf balls.

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If you begrudge giving a merchandise prize for a club tournament to somebody who never has patronized your shop, try not to show it. Jump at the opportunity to sell the person an item that can go along with the prize, such as a pair of slacks with a free shirt. More than one golfer has started to patronize his shop after winning a merchandise prize.

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Some pros may take a detached view of the condition of the lockerroom and its size, figuring these are things that other people should worry about. But if his clubhouse is going to be rebuilt or remodeled, perhaps the pro should campaign for bigger and better locker facilities. Maybe he should do this even if no improvements are planned. Golfdom recently checked with a half dozen pros whose clubs have recently enlarged their lockerrooms through remodeling or rebuilding programs. All agreed that it has been good for business. The reason: Members buy more sportswear when they have larger lockers in which to store clothing.

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The Pro-Juniorized club campaign has been responsible for Fawick Flexi-Grip o., Box 111C, Akron, O., making a Golf Pride Traction Action grip for readily adapting cut-down trade-ins to youngsters. Pros and assistants at most clubs will have plenty of time for Pro Juniorizing trade-in clubs during the next two months and building a new source of revenue.

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Maybe this shouldn't be mentioned in sedate circles, but pro shops that handle panty girdles usually sell a respectable number of them. We haven't heard of any pro being so bold as to suggest them to his women players, but if you do employ a saleslady she can oversee the sale of these intimate items.



*Brunswick photo*

### Playing on A Male Weakness

Ken Weiler (center), Park Ridge (Ill.) CC professional has increased bag sales in his shop this year by nearly 40 per cent by playing on a weakness that most male golfers probably will confess they have — a desire to be identified with the circuit professionals. Weiler offers to imprint the name of the buyer on any of the more expensive bags he sells, and there has been quite a large number of takers among men players at his club. He got the idea while attending a PGA tournament, noting, of course, that all the bigtime stars have their names emblazoned on their bags.

The customer has to wait only about one week to have his bag lettered and the small charge connected with it is absorbed by Weiler. He doesn't extend the imprinting service to people who own older bags. The lettering service also is offered to persons who buy Carryalls, but to date this hasn't caught on. Players who have their bags lettered, according to the Park Ridge shopmaster, have to endure a little kidding about "going professional", but they have one good comeback — if there are 30 or 40 bags on the first tee, they aren't delayed in deciding which bag belongs to them. Shown with Weiler are two of his members, Jack O'Grady (l) and Paul Ehlers.