

WINTER PROFIT PLAN

Sweep out that empty club storage room, set up some practice nets and your ready for an avalanche of lesson-seeking members

While their city slept under a record 90 inches of snow last winter, many Sioux Falls, S.D., golfers were able to keep active in their favorite sport thanks to the ingenuity of Jim Cotter, host professional at Westward Ho CC in Sioux Falls.

A year ago, Cotter took a second look at his club storage room, an area which in most clubhouses gathers dust during the winter months. He constructed a five-net practice and lesson area, and his members and the general public keep it busy while snowflakes outside are tumbling to earth.

Each hitting area is about eight feet wide. "Tee" to net measures about 20 feet, which is enough distance to tell Cotter and the practicing golfer just what kind of a shot was hit.

Glenda Shaeffer, president of the Westward Ho women's golf committee and Connie Warren, vice president, both feel that the women golfers in the club, especially, benefit from the winter arrangement. With children in school, it's easier for them to find time for golf lessons and practice than in the summer.

Cotter operates the range from 11 a.m. to 8 p.m. daily, or at other times for the convenience of some of his golfers.

By the time golf carts and bags return for another summer's stay in the storage room, Cotter and his members have had a head start on the outdoor season. □

PROS' PAR

Although each golf professional weighs the pros and cons of stocking various soft goods and makes careful decisions on orders of equipment, how many consider the dollar and cents profit to be gained by selling men's toiletries?

In a recent statistical analysis done by a retail trade publication, it was reported that in 1967 total volume sales in men's toiletries exceeded \$500 million. In 1968, the total was to have reached over the \$725 million mark, with even greater expectations for 1969. The article reported that within these figures the greatest per cent of volume sales was done in men's colognes, soaps and aftershave products. Today's advertising emphasizes skin care, resulting in promotion of moisturizers, body oils, lip balms and suntan lotions.

The golf pro is in a unique position to capitalize on this new and booming market. Playing golf offers the perfect excuse for every golfer to use these products. The elements of weather provide a legitimate need for all types of skin protection (before and after). Add this to the products needed for showering, shaving and refreshing after 18 holes of activity. And the social aspect of your club can further encourage the use of a multitude of new, scented products. All things favor the pro shop's entry into this market:

- The pro shop provides a convenient place to purchase these lotions and potions. Furthermore, a member need only add the charge to his account and not be bothered about paying cash for his purchase. It takes so little time to add toiletries to your regular stock. And cosmet-

ics are easy to display on a counter, small table, as part of a clothing display or even on a shelf set aside for this purpose. Well-packaged, colorful toiletries add interest, color and excitement to your shop.

- Toiletries, unopened, can be kept for months. There's no danger they will go out of style or that you can't carry them over from one season to another.

- There's no need to spend your valuable time trying to sell toiletries. There's no need for fitting or special ordering for an unstocked color or even lengthy debate over wearability or washability. Toiletries will serve as impulse items; they can be the perfect gift solution, and once displayed, sell themselves.

- Lastly, the markup generally is higher than the markup on soft goods.

If you're really ambitious, you might want to carry the cosmetic angle one step further. Try stocking small drug store supplies for home use. Your members will appreciate the convenience of being able to pick up bandages, cotton, toothpaste, toothbrush and aspirin at your shop. Then stock, for men and women, items such as colognes, talc, soap, make-up, lipsticks, moisturizers, suntan creams and sun screen creams. Make the list as long as you like. Try to find out which brands are used by your members. Be courageous and try to introduce new products. If you stock specialty items, you won't run into competition with the locker room supplies. Many companies offer special display racks. Ask about them. □