Without prompt delivery, the pro is subject to a loss of business.

GOLFDOM: Does the kind of buying being done by pros in recent years show a growing trend toward year-round operations, particularly in more northern regions?

Phillips: The buying by pros shows a growing tendency towards an all-year operation in all regions of the country, but particularly in the North.

Sabayrac: Airlines make travel to golf resorts in the warm southern states much easier today, and people have more leisure time. Further, pros in the North are discovering that there is a sizable Christmas market they can tap by keeping the shop open into the winter months and sometimes throughout the year.

Nannen: When they do, pros generally purchase some part of their stock requirement for Christmas and the balance for spring.

Orlick: Year-round operations, though, depend more on club policy than on the pro's desire to stay open.

Tarlow: I am not going to say that pro shops are open year-round, but more shops are staying open through Christmas, although they close in January and February. As far as I am concerned, this can be one of the significant factors that gives a pro shop more business. The pro who stays open for Christmas takes in new merchandise and new styles in the fall.

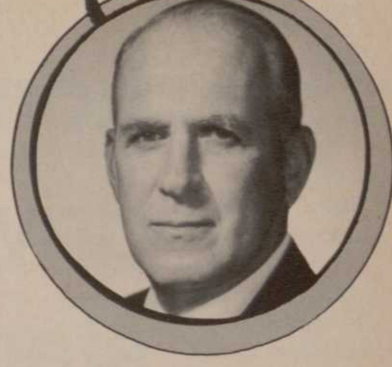
Lust: More and more pros are developing pro shops with year-round sales, particularly if they build up a Christmas sales program based on extra personal service.

GOLFDOM: Many pros buy at the PGA show in Florida, which is held at the end of January. Is this considered a bit late by golf manufacturers?

Sabayrac: Yes. The really successful golf pro merchants have long ago ordered their lines. Some might find the show beneficial in areas where they underestimated their early sales potential or were reluctant to commit themselves when placing their initial order, but not for any sizable ordering. The show is helpful for the pro who just took over a new shop this fall and didn't have a chance to order in August.

Nannen: Waiting until the PGA show to purchase is entirely too late.

MacDonald: We prefer to book our business in the fall for the following year. In fact we have a special program tailored to service the pro for



Richard Tarlow

balls, clubs, bags and accessories.

Tarlow: Over 80 per cent of our advanced spring orders are received before December 1st.

Thatcher: The show is a good time to see the lines, new merchandise, compare lines, quality and styles. I would urge working the show by spending several days looking and comparing. I agree, however, it is definitely too late.

Orlick: But the show claims orders warrant continuing, and manufacturers seem to satisfy those ordering.

Fischesser: I would like to see three national shows: one for the East, one

(Continued on page 63)

continued from page 61

Bob Thatcher

for the West and one for Florida. Timing would be important. These would be an advantage both to supplier and pro.

Cassell: Its primary asset is one of good will and promotion. At this schedule, it is really not enough lead time to help a manufacturer do an effective planning job. A manufacturer that is fully committed to pro shop operations must have an adequate sales staff fully covering the pro shops during the fall.

GOLFDOM: At least two pros have asked me if any suppliers are permitting pros to order on consignment. Have you heard of any such move by suppliers?

Phillips: The only consignment deals I have heard about have been specific accounts spotted around the country and generally for some specific reason. There is a tendency to consign goods in resort areas and extremely short season areas. But it must be classified as a poor business practice.

Thatcher: This is a poor way for companies to act. By not being responsible for merchandise in the shop, the shop can stock heavily with a larger variety at no risk. Certainly this can be afforded by the larger volume shops, leaving the rest out on a limb. I am against consignment.

Rickey: Although we've heard rumors of every kind of deal under the sun being offered, we are not aware of any major company offering consignment to golf professionals. The profit potential of our business would not allow this kind of luxury.

Orlick: We hear about some manufacturers permitting consignment buying, and over the years some manufacturers have made special arrangements for their favorites either because of playing ability or larger volume buying or whatever.

MacDonald: We do not sell on consignment. You could consider that the long terms of our dating program offered for equipment purchases would actually have the same advantage that would be offered to a pro on consignment. However, we don't consider these terms to constitute a consignment in any way.

Kay: Some suppliers are permitting pros to order on consignment. Unfortunately, my dealings are with other suppliers.

Cassell: We do not enter into any consignment program in any area of the country. It is a dangerous practice and reduces the effectiveness of a successful pro shop. □

Warren Orlick

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WHERE GOLFERS BUY

by Vincent J. Pastena

Although in 1970 pro shops have made greater gains in the equipment categories, GOLFDOM's survey shows that department stores still receive the major portion of the soft goods business

GOLFDOM once again has asked golfers, "Where do you usually purchase golf equipment and apparel?" and the answers, unfortunately in some cases, echoed those of the 1969 study. In a survey of GOLF Magazine subscribers, it was found that golf professionals still are getting an inadequate share of the soft goods business—about 17.4 per cent versus 15 per cent in 1969. Department stores continue to get the lion's share of the remaining business.

Pro shops remain the leaders in the equipment categories and in golf shoes and golf gloves—two categories that lie between equipment and apparel. In fact, the 1970 figures indicated that pro shops had made even greater gains in the equipment market. Some 75.5 per cent of the golfer-respondents in 1970 indicated that they purchased woods at pro shops; 74.5 per cent purchased irons at pro shops and 73.8 per cent purchased putters at pro shops. In each case, the figure was more than 5 per cent greater than the respective figures in 1969.

For the 1970 study, GOLFDOM also did a breakdown of each merchandise category by type of golfer—private club, semi-private club and public course. Predictably in every merchandise category, the percentage of private club members who make purchases at pro shops was significantly greater than the percentage for the other two golfer types.

Expanding the survey, GOLFDOM also asked the golfer how often he purchased a complete set of clubs, a set of woods, a set of irons, a putter and utility clubs. On the first three categories, "every three years" and "every five years" received the largest percentage of response. On putters "every year" and "every two years" received high response, whereas responses on utility clubs were distributed well in the time periods from "every year" through "every five years."

Golfers also were asked how many dozens of golf balls they purchased in an average year. Highest percentage of the over-all response came in the "two to four dozens" range. "One to two dozens" was next, followed by "four to six dozens." The buying patterns of private club, semi-private club and public course golfers were relatively similar.

Looking into the potential for pro shops in the gift market, some 69.2 per cent of the golfer-respondents said that they purchased golf merchandise as gifts. The runaway leader among gift items was golf balls, voted by 94.6 per cent of the respondents. Golf shirts, golf sweaters and golf gloves, respectively, were the next three gift items most frequently indicated.

GOLFDOM still feels that the professional has a long way to go to build up his soft goods business. Last year, in our report of the 1969 survey, "Pros Losing Out on Soft Goods" (February, 1970, p. 54a), we offered some advice on improving the apparel side of the pro shop business. At the core of these suggestions was the need for evaluation and improvement by many professionals in these basic merchandising practices: buying, bookkeeping, reordering, displaying and promoting. Only when this need is met, are we likely to see a reversal in the golfer's buying pattern of soft goods.

Professionals' Tables

(Continued)

Where Golfers Buy Golf Equipment and Golfwear

1969

Item	Pro shop %	Sporting goods store %	Department store %	Other retail store %
Woods	70.1	17.7	8.5	3.7
Irons	69.4	18.2	8.5	3.9
Putters	68.0	18.5	9.5	4.0
Golf bags	53.3	24.8	16.1	5.8
Golf shoes	41.9	15.0	25.3	17.8
Golf slacks	11.9	6.5	62.7	18.9
Golf shirts	15.9	7.0	60.5	16.6
Golf sweaters	17.6	7.0	57.8	17.6
Golf gloves	77.4	10.9	8.7	3.0

Frequency of Golf Club Purchases*

Frequency of Purchases	Complete Set of Clubs	Set of Woods	Set of Irons	Putter	Utility Clubs
Every year	2.8	3.5	2.3	17.9	16.5
Every 2 years	6.6	9.6	8.1	22.2	15.1
Every 3 years	25.9	26.1	21.5	14.1	21.6
Every 4 years	13.1	11.8	13.4	8.4	9.6
Every 5 years	25.4	25.6	27.2	15.2	19.3
Every 6 years	6.9	6.1	8.1	3.0	3.7
Every 7 years	2.9	3.5	3.7	1.6	2.3
Every 8 years	2.2	3.2	4.3	1.1	1.8
Every 9 years	.2	0	0	0	0
Every 10 years or more	14.0	10.6	11.4	16.5	10.1

*Figures indicate percentage of respondents

Where Golfers Buy Golf Equipment and Golfwear
1970

Item	Pro shop %	Sporting goods store %	Department store %	Other retail store %
Woods				
Private	85.7	9.8	2.8	1.7
Semi-private	65.6	22.1	9.3	3.0
Public	67.1	16.9	9.1	6.9
Over-all Response	75.5	14.7	6.2	3.6
Irons				
Private	84.8	10.8	2.7	1.7
Semi-private	64.9	23.0	8.6	3.5
Public	65.7	17.7	9.2	7.4
Over-all Response	74.5	15.6	6.1	3.8
Putters				
Private	83.6	11.0	3.1	2.3
Semi-private	63.6	21.0	8.6	6.8
Public	65.3	19.5	8.5	6.7
Over-all Response	73.8	15.7	5.9	4.6
Golf balls				
Private	84.3	7.1	3.6	5.0
Semi-private	58.1	16.1	15.5	10.3
Public	59.4	13.4	17.0	10.2
Over-all Response	70.8	11.1	10.3	7.8
Golf bags				
Private	73.6	13.9	6.8	5.7
Semi-private	38.9	27.5	20.4	13.2
Public	48.3	20.6	20.1	11.0
Over-all Response	57.9	19.1	14.0	9.0
Golf shoes				
Private	55.1	8.2	16.1	20.6
Semi-private	32.9	15.0	35.9	16.2
Public	36.1	17.6	27.9	18.4
Over-all Response	44.0	12.8	24.4	18.8
Golf skirts				
Private	25.6	4.5	49.4	20.5
Semi-private	6.9	5.2	69.0	18.9
Public	10.2	4.5	69.3	16.0
Over-all Response	17.5	4.6	59.1	18.8
Golf shirts				
Private	24.5	3.1	51.7	20.7
Semi-private	7.9	6.4	73.6	12.1
Public	8.6	5.7	76.6	9.1
Over-all Response	15.6	4.7	64.8	14.9
Golf blouses				
Private	26.4	2.9	52.8	17.9
Semi-private	11.5	3.8	71.1	13.6
Public	9.6	4.1	74.0	12.3
Over-all Response	18.9	3.4	62.2	15.5
Golf sweaters				
Private	25.7	2.8	50.6	20.9
Semi-private	6.2	6.2	72.1	15.5
Public	10.6	5.0	72.9	11.5
Over-all Response	16.6	4.4	62.2	16.8
Golf jackets				
Private	39.2	4.2	40.8	15.8
Semi-private	14.7	5.1	66.2	14.0
Public	13.7	6.4	68.1	11.8
Over-all Response	26.1	5.2	54.7	14.0
Golf gloves				
Private	88.8	6.3	2.3	2.6
Semi-private	76.3	11.5	7.7	4.5
Public	66.0	11.7	14.3	8.0
Over-all Response	79.3	9.0	7.1	4.6
Golf slacks				
Private	15.3	5.9	56.1	22.7
Semi-private	3.3	5.3	76.3	15.1
Public	6.5	5.1	77.2	11.2
Over-all Response	9.8	5.6	67.2	17.4

Continued

Dozens of Golf Balls Purchased by Golfers in Average Year*

No. of Dozens	Private	Semi-private	Public	Over-all Response
Up to 1	7.4	10.0	13.5	9.9
1-2	14.8	26.7	32.0	23.2
2-4	28.2	33.3	30.0	29.5
4-6	23.9	15.6	12.0	18.3
6-8	8.6	7.2	6.7	7.7
8-10	6.4	3.3	3.1	4.7
10-12	3.3	1.1	1.2	2.0
Over 12	7.4	2.8	1.5	4.7

*Figures indicate percentage of respondents for each category

Do you purchase golf merchandise as gifts?

Yes—69.2% **No—30.8%**

What items do you purchase as gifts?*

Golf clubs	13.9%
Golf bags	15.2%
Golf slacks	13.9%
Golf shirts	42.5%
Golf sweaters	33.6%
Golf balls	94.6%
Golf shoes	10.2%
Golf skirts	7.5%
Golf blouses	7.9%
Golf jackets	19.8%
Golf gloves	29.3%

*Figures indicate percentage of respondents for each category

When Golfers Buy*

Item	Spring	Summer	Fall	Winter
Golf clubs	45.9%	19.4%	19.8%	14.9%
Golf balls	34.1%	30.6%	21.2%	14.1%
Golf bags	45.2%	21.5%	17.1%	16.2%
Golf shoes	49.9%	22.3%	16.1%	11.7%
Golf slacks	44.8%	28.9%	17.1%	9.2%
Golf skirts	43.5%	33.3%	14.0%	9.2%
Golf shirts	41.8%	31.7%	16.6%	9.9%
Golf blouses	45.1%	33.0%	14.1%	7.8%
Golf sweaters	29.2%	12.0%	40.5%	18.3%
Golf jackets	34.5%	10.1%	40.2%	15.2%
Golf gloves	37.8%	30.9%	19.1%	12.2%

* In some cases golfer respondents have answered more than one season