

## Effective display ideas for golfwear and golf equipment

The Bargain Table is an everyday feature in Don Padgett's golf shop at Callaway Gardens Golf Resort. The merchandise changes periodically, but is normally bought specifically for the on-going "bargain sale." The table is a simple folding model covered with an inexpensive cloth.

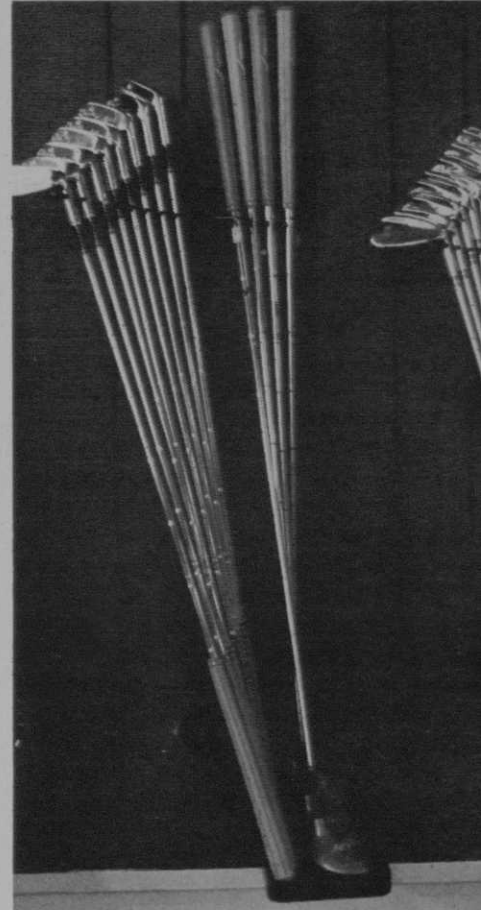


Another way to show off individual woods, irons, utility clubs, an dputters is this freestanding, revolving rack from Matzie Golf Co. Called the Mini-Mart, it holds 50 clubs in just 4 square feet of floor space.

What better place to display golf hats than on a hat rack? The rack can be an inexpensive model available from most display companies or retail department stores — or you can spruce up the shop with a fancy one from an antique shop or furniture store. In the background in this shot of the pro shop at the Diplomat Hotel & CC is a case that's ideal for sweaters and knit golf shirts. Its adjustable shelves can be moved up or down to accommodate changing inventories of sizes, styles, and colors.



A cylindrical revolving rack which can openly display more than 60 pairs of shoes helps sales in the Bay Hills CC golf shop of Herb Rose, president of the Middle Atlantic Section PGA. Here Russ Rose, Herb's brother and assistant, shows a pair to prospective customer (left). The rack, called Allsop Shoe-In, was obtained from Allsop Co.



Neatness counts. Wall-mounted racks like these hold a complete set of woods and irons while keeping them together, prominently displayed, and easy for the customer to examine. (photo by Joe Gambatese)

