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# Golfdom

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## Dress Up Shop, Opening Act of Pro's Season

By J. H. DILLON

**S**PRING house-cleaning should be the opening order of business for the pro who is resolved to make his 1928 season a record breaker. Clean up and paint up, is the first highly important job, whether the pro is returning to his old job or stepping into a new location.

If you haven't a clean, attractive looking display of golf goods in neat surrounding, there's not much need of you going any further. You are licked right at the start and it's your own fault. Wonders can be worked in brightening up any shop, even if the architect and builder haven't given the pro much of a start.

Get some paint, varnish or stain and go through your shop with thoroughness before you start to arrange your stock. It is a very poor location where attention thus given to neatness won't make a definite difference of a hundred dollars and up during the course of a year. Use light colors. Bring the out-of-doors indoors, and put snap into the setting for your merchandise displays.

Marshall Field & Co. is reputed to pay the store's chief window-trimmer \$18,000 a year. Other big retail merchandising establishments pay their window display experts fancy salaries. They place the right emphasis on merchandise well displayed being half sold. If you think you can get by and do the business you should be doing without plenty and persistent attention to display, you are kidding yourself.

This spring opening clean-up is O. K., but it establishes a standard that you must

live up to. You have to keep the shop washed, bright, and clean all through the year, if you are to maintain a money-spending atmosphere around the place.

So many shops that I see, while calling on the pro trade, are positively dirty. They are neglected, undecorated, and instead of being merely unattractive, they are actually repulsive to trade.

Your windows and your showcases are the eyes of your shop. They reflect the character of your establishment in much the same manner as the eyes of an individual reveals his character. Keep them bright. You may be, in all other respects, all that a club could ask for a pro, but an untidy shop will frequently outweigh these favorable factors. An hour of work a day in this direction will bring returns far above the normal for effort expended.

### Keeping Glass Clean

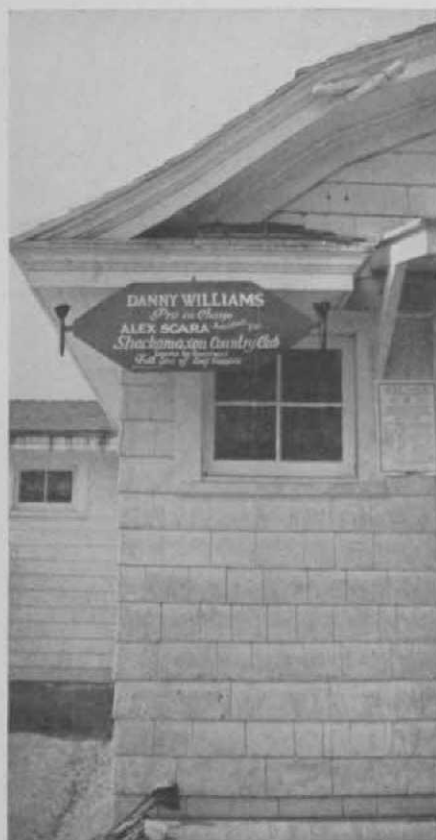
Keep the glass of the windows and showcases spotlessly clean. Don't attempt to wash windows when the sun is shining on the glass as it will look streaked after drying. Wait until the sun is going down or for a cloudy day. If you want to polish your windows on the outside, Bon Ami is good. Apply thickly with a cotton rag, allowing it to dry. Then rub off with a cotton cloth. Windows rarely need polishing if they are thoroughly cleaned.

A similar method should be employed inside the window except one should not use Bon Ami or other cleaning powder. These create a fine dust in rubbing and this dust is apt to fly over merchandise, getting into crevices and making the stock hard to

clean. The best polisher to use on the inner surface of glass is tissue paper and elbow grease. Do not use linen cloth as it leaves a fine lint on the glass. Never use soap as this leaves streaks and entails a vast amount of rubbing.

### Make a Plan

A well laid out plan is the first step toward obtaining a good display. To this



### Danny Williams at Shackamaxon Lets 'Em Know He Runs a Store by Neat Shop Sign

end, a rough sketch will help you a lot. Group the articles so they will be in a harmonious arrangement. Study the best use you can make of the display facilities at your command. It is possible for your showcases and windows to pay good dividends if you'll really give some thought to their most effective use.

One of the best bets in pro shop merchandising that is frequently overlooked by the pro in making his displays is the tie-up with the manufacturers' display ma-

terial. Keep this material closely connected with the goods that you have on display and it will do considerable selling work. Keep this stuff fresh.

### No Jumbles of Junk

It must be borne in mind that the most effective selling display is not the one that shows the greatest number of articles, but the one containing a lesser number, properly focused so there is some magnetism to the presentation.

There are many novel displays that may be made in the pro shop, and in making them the women players should not be forgotten. Attractive displays will arouse the desire to buy. Women are natural shoppers, and if you'll pay proper attention to display, you will ignite a burning buying interest on their part.

### Look "Good Business"

It would seem hardly necessary to mention the matter of personal cleanliness in this day when the pros are setting the styles in golf apparel (and the majority of them look better attired for sport than most of their members), but for the scant minority, attention must be called to this vital detail of success in pro operations. I have seen pros in this minority—so have you—who are slovenly, untidily dressed, unshaven, with dirty nails and tobacco juice spattered over them. What woman member wants to be near enough to them for a lesson?

### Jazz Up the Shop

If I were starting back to the old job or into a new one, the first thing I'd do would be to change the shop around. The members react to any sort of a novelty. I know of many cases where a pro went to a new job, changed it around and dolled up things, with the result of greatly increased sales.

Some of the fellows whose names occur to me as being good merchandisers and starting off good years by snapping up the shop appearance and arrangement are Elmer Biggs at Peoria (Ill.) and Mel Johnson at Butterfield (Chicago district). Both of these boys conduct their operations like first-class retail merchants, and the members show their liking for the business methods by increasing their patronage. Mel has changed and enlarged the shop so it compares favorably with a high-grade retail store. He has tastily arranged displays and plenty of showcase space and wall racks.

Charley Heaney of Antlers (Chicago dis-

trict) went after shop rehabilitation in a way that already is showing marked results with his members. They give evidence of their agreeable surprise in increased patronage, and Heaney, by being a real merchandiser, shows that he has the disposition and ability to hold this business. Charley Rouse at Briergate (Chicago district) is one of the younger school, although an old-timer in the business end of golf. Charley has shown that he is a business man in the way that he handled the caddie situation at Briergate, one of the outlying clubs of the district. He sold himself to his club so well in the handling of this job that the club is trusting him with the pro shop sales management this year. He did some very thoughtful studying of display methods this winter and came out to the club this spring in the belief that more display cases would sell more goods, so he has ordered display cases and racks that will give him a chance to put the shop's attractive stock before the members.

I could go on indefinitely citing cases of pros who are wide awake this spring to the rich possibilities of pro shop selling on an up-to-the-minute basis, but I also could tell of many cases where the pros are sleeping, lazy, or don't care. It's up to the young pro, during the next couple of months especially, to see whether he is going to be in any of these three out-of-luck classes during his career.

The day is coming speedily when club officials will realize that the cheap pro is a serious extravagance for any golf organization, and then certainly—probably before—the young pro who has shown that he is a merchandiser of golf goods, service, and personality will be sitting on top of the world.

## Ward Wins Player Trade by Mail

A. E. WARD, pro at the Winfield (Kan.) Country club, is one of those bright pro merchants who doesn't believe in having his sales cut down because he connected with one of the smaller clubs. In addition to winning the trade of his own members 100%, Ward goes after business from the 150 members of a club in a neighboring small town where no pro is employed. For the past three years he has worked in developing this out-of-town trade and built it up well.

This year he is sending the following letter out after business:

The good old golf game is on once more. This is the time of the year to brush up on your game, look in the old bag and see if you have any clubs that need repairing, or if there is a new club you need. I shall be very pleased to help you select the right club or take care of your repairs. Do not trust to inexperienced amateurs who think they are doing you a favor by getting you something cheap.

We have all learned the lesson of trying to get something for nothing; we usually get nothing and are disappointed. All my clubs and balls are guaranteed by fifteen years' experience of club making and pro service.

I will be pleased to show you my new line which I have selected for your convenience. Come in and look them over.

Yours for a better game.

## Mailman Helps Virginia Pro Get Jump on Trade

A FINE combination of a clean-cut business getting letter and a reminder to the members that their pro counts on their business, has been sent out this spring to the members of the Lonesome Pine Country club, Norton, Va., by its pro, W. C. Qualkenbush.

This letter reads:

To the Members of the Lonesome Pine Country Club:

I will have in stock after March 15, a complete line of golf accessories which will appeal to the most discriminating golfer.

My stock of clubs are especially fine, consisting of a large variety of models. Among these is a large number of the justly famous Stewart Irons, hand forged in Scotland by the world's greatest iron club makers, and found in the bags of every champion. Also stainless steel clubs, as well as standard lines. My wooden clubs consist of a variety of the most approved models and exactly matched in sets, to fit in the matched sets of irons.

All clubs, bags and balls guaranteed to please you unconditionally.

If you want your clubs kept clean and repaired for the coming year please have your name put on my list. Fee \$10.

Also start the season right. While old faults are not so persistent, take a few lessons.

I am dependent on your patronage as a supplement to my salary and ask for it on the basis of giving you value received plus the service that only long experience as a golfer can give.