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## VULCAN GOLF COMPANY

Portsmouth, Ohio, U. S. A.



# VULCAN

*Clubs of Character for Every Golfer*



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Catalog of fine golf equipment.  
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## Some Ideas for More Pro Sales

By TED WOOLEY

Pro., Maple Hills Golf Club, Kalamazoo, Mich.

I DO not claim these ideas to be original. They are merely my observations of some of the display methods used in large stores and pro shops combined with a few ideas of my own.

It will profit the pro in any club to go downtown and see the methods used by retail stores. The time is here when we pros have to outdo our downtown competitors, and here I might mention one idea I am using this year. A great number of drug stores in Kalamazoo are selling clubs, usually a cheap line. I have persuaded two or three of them to carry my make. This, I feel sure, will show the buyer of clubs the great difference between pro clubs and store clubs. I pay a commission for selling my line, and make a few dollars where I might not otherwise have made a cent. At the same time my clubs receive a lot of free advertising.

The most important detail in pro shop display to my mind is a clean, bright shop. I have been in a lot of shops that sadly needed a coat of paint. Almost any club will gladly furnish the paint if you are willing to paint the place yourself.

The next important thing is to have your best display placed in such a position that it is conspicuous as one enters your shop. Do not have a lot of things there; just a few of your best clubs and bags, arranged on some green felt or similar material. With this display have a neatly painted sign, (hung at a level with the eyes) with your rates for golf instruction.

If members register in your shop, your opportunity for merchandising is very much greater. Have a show case on either side of your register desk, and place on this case balls, tees and any slow moving stock.

Always have plenty of small displays. Don't make it necessary for members to select a driver, midiron or putter out of a

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Inspection invited of these courses now ready for play.  
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Antigo, Wis. Crandon, Wis.

large stock of clubs. Pick out your best balanced ones and place them in a position that invites a trial. This, you will find, will go a long way in interesting people in your clubs and increasing your sales. A few signs telling folks what high-class merchandise you carry, placed here and there, act as silent salesmen.

I got a few real ideas at the Golf Show. I could mention any number of attractive booths, each one trying to outdo the other in high-class exclusive-looking displays. All pro shops should follow this plan. I am doing it this season, using a few draped tables, posters, etc., along with my goods. A display, cleverly placed on a table with an action picture here and there, will surprise you with its attractiveness. All you need is a little imagination, and don't forget that color helps a lot!

Very few pros can afford to carry a line of shoes, knickers, sweaters, garters, etc. I work out these details this way: A number of my club members are engaged in this line of business downtown. I offer to sell their merchandise on a commission basis. Last year I sold over fifty pairs of golf shoes. Equipment of this description helps a great deal in making your shop attractive.

There are a great many more things that might be said in this line, of course, but individual pros are the best judges in regard to most of it. However, it is well to remember this one point if you want to sell successfully—*Do not miss a single opportunity to advertise your goods.*

Matched sets selling up into fancy money have done one good for the pro in a valuable and unappreciated fashion—they have made him able to say "this sells for \$90" without gasping. Don't be afraid to talk good prices, when the quality is there. You probably have beaten yourself out of sales by obvious embarrassment at asking a justifiable price, just because it listens steep to you.

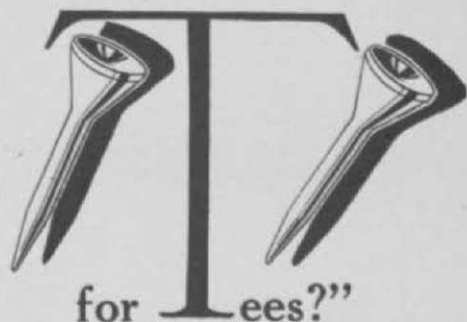
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Golfers come in often for tees. That gives you a good chance to interest them in balls, clubs and other equipment.

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## The REDDY TEE

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*The Tee of Champions*

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38 East 23rd Street, N. Y.

P. S. For those who fancy a carrot tee, the Nieblo Mfg. Company makes Scot Tees. These are not as well made as the Reddy—no other tees are—and consequently cost you less.