

“Brighten the Corner Where You Are” Helps Sales



THAT genius who said “perfection is made up of trifles, but perfection is no trifle,” was the author of the merchandising policy of Russell Jacobus, pro at Crestmont Country club, West Orange, N. J.

Note, first of all that the place is orderly and as neat as a pin. Little touches like the wall hanging, the curtains, and the attractive display of merchandise means that Russell is giving the members a tempting visual inducement to “stop and shop.” He makes good use of manufacturers’ advertising material, displaying it where it will tie-up with the urge to buy that the players have received thru makers’ general advertising.

The shop itself is not elaborate but Jacobus has used his noodle and laid out his display and made his decorative features to best advantage. Some of the fellows who kick, saying their shops are just coops and you can’t put any nifty display element in them, might take a tip from the sprightly simplicity of this Crestmont shop. You can see from the determined look on the Jacobus kid’s face that if he could make some money by doing it, he’d fix up the inside of a woodshed so it would look like a corner of Tiffany’s.



Russell Jacobus, pro at Crestmont, has the right sales background for pro profit