

# EXPERIENCE TEACHES PROS TO Believe in Signs

## THAT ARE VITAL TO SHOP SELLING

By HERB GRAFFIS

**T**HAT detail of advertising commonly known as "dealer helps" has a more important place in pro shop merchandising than it holds in almost any other phase of retail merchandising. The pro can't put the same emphasis on persuasive and persistent personal salesmanship that you witness in a men's furnishing store. Many of us can recall going into a haberdasher's for a pair of garters and coming out laden with a few shirts, some ties, some underwear, hosiery and as much other merchandise as our bank-roll will stand, simply because some able salesman deftly strong-armed us into satisfying our desires, if not our actual requirements. Such sales practice would be resented at a private club pro shop, even if were possible to have a man in the shop with time enough to thoroughly work the shop's visitors. At public and daily fee courses there wouldn't be the resentment, but there still would be the lack of a big enough selling force to employ the policy.

Some excellent dealer helps are supplied to the pro shops by the manufacturers and, in general, the effective use of this material is increasing among the pros. If there is any practical value to this observer's idea he will advance the judgment that a lot of the sales helps supplied to the shop are too much on the general publicity order and could stand a much more specific theme. As it looks to us, the main item in the pro's successful merchandising operations is striking, specific and inviting display. Look at the shop facilities that are supplied most professionals and you'll see that getting such a display is a tough job. The clubs get the spotlight, and properly so. The balls, maybe too many of the fellows figure, sell themselves, and they are thrown together in a case where it is convenient for a member to pick what he wants. The rest of the shop's stock, with the possible exception of bags, is generally left to shift for itself in a cramped array on the shelves.

### The Vital "Dealer Help"

The best "dealer help" of all is the dealer helping himself. If a fellow looks over his sales possibilities and puts some deft pressure on the needed spots he can stir things up nicely. I saw this working out splendidly at Parker Noll's shop at Edgewood Valley recently. I'll cite a few cases. This has been a bell of a spring for weather in the Chicago district. The humble sweat-shirt has come into its own as a golfing garment. It is roomy, warm, inexpensive and after a manner, stylish, because news pictures of Bob Jones, Hagen and others of the "big shots" show them attired in sweat-shirts. Parker got in a bunch of sweat-shirts with zipper necks. The manufacturer didn't furnish him any display material but Parker had a sign lettered telling briefly the sales story of this garment and giving its price. He sold a raft of them. He got a bunch of the Spalding approach irons and had a little sign about the No. 11 iron lettered and that put the self-starter on those sales. The specific facts are the sure-shot stuff in these pro shop sales pushers.

When Walter Hagen won the British Open, Noll had a sign lettered telling that he carried the clubs that the spectacular "Barnum and Bailey" of golf used in mauling his way to victory. That sign paid for itself and then a whole lot on the first of the several sales he made. Now, that's the sort of material any pro can letter, or have lettered, as the real close-up in selling display material and thus overcome his handicap of not being able to vocally push his shop stock to his members.

### Remind the Women

When these pros start to segregate the women's stuff and individualize that department of their shop with all display and selling facilities at their command, then you'll see a new and welcome onrush of legal tender into the pro shop. One of our liveliest manifestations of "noseiness"

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# backspin

FOCUS  
EYE ON  
THIS  
POINT



## ANGLE TEE

provides the focal point that gives a new stroke-reducing certainty to short hole iron play. No other tee like it. Better backspin shots—protects the turf. Pros find it invaluable, also, for instruction. Sell your customers this and other definite driving advantages for profit that is protected (ANGLE-TEES are not sold to clubs in bulk.) Mail the coupon NOW.

THE ANGLE-TEE CO.,  
211 Meriam Bldg., Cleveland, Ohio.

- ( ) Enter order, and ship.....Display  
Cartons of ANGLE-TEE (36-25c boxes per  
carton).
- ( ) Send samples of ANGLE-TEE.

Name .....

Club .....

Address .....

Thanks for telling the advertiser you "saw it in GOLFDOM."

is in looking over the bags turned in for cleaning at the various pro shops we visit, and when we see the sales possibilities of these bags, especially in the women's bags, we steadfastly refuse to get concerned about the pros' merchandising future. The absolute evidence of a vast potential market existing right under the pros' nose and the way the boys are coming along as business men, assures us that the pro business can't help but grow in the next few years at a rate beyond the fondest hopes of both pro and manufacturer. When the boys get going on the women's business in clubs, you'll see a veritable Niagara of business, for women love to spend money. The right kind of specific and alluring display advertising on the women's clubs is going to help bring about the big rush of business sooner.

There's one thing you have to say about women. They appreciate bargains when they get them. The specialty shops sting them prettily. The pro can operate profitably on a much smaller margin of profit and beat the specialty shops onto the ropes. For instance: we were out with a bunch of folks the other night and one woman was showing her "sockettes," those little socks they slip over their usual hosiery to make up for the deficiencies of women's golf shoes. This woman bragged that she got hers for something around a dollar at one of Chicago's good down-town shops. My "warden" bought hers, which were better, of her pro at 75 cents and the boy made money by selling them. Now, if he'd had a sign in his shop telling about this "bargain" why wouldn't he do more women's business? The boys have to educate the women that they get bargains at the pro shop. The pro can't tell every woman who comes into his shop that he has the particular item she might want, without expressing her desires. And he can't show it prominently, for most pro shops are so small that you couldn't drive a knitting needle into them with a pile-driver without disarranging some of the stock.

But it all gets back to the matter of the best dealer helps being those that the dealer fixes to help himself. Let them know what's in your shop, even if you have to supply makeshift hand-lettered signs. Keep them advised of what's new in stock. You'll tip the members off to what they need and what they ought to buy. I've seen this work often enough to highly recommend it to every pro who is a business man.