

# Paint--Personality--Push --and Pro Shop Sales Increased

# 85%!

HOW would you like to increase your shop sales 85% over the previous year? We saw this done at a Chicago district club, Briergate, where the selling situation had been considered in average good shape for a pro shop. The membership is in the neighborhood of 300 and the club is a good representative establishment of the better metropolitan type.

To get some of the pro selling lessons that are in this increase it would be well to give the Briergate background. The club is a "golf club for golf," in which the social activities, though sufficient, are soft-pedaled and there is no idea of putting the accent on the road-house phase of operations. A lot of pros complain that the set-up of their pro shop is dead against them, that the shop is poorly arranged, poorly located and dark. Well, Briergate absolutely was cold-decked on these counts. The club was originally the country estate of a wealthy Chicagoan who had a hobby of maintaining a kennel. What now is the pro shop was formerly a kennel. It is located on the other side of the first tee from the locker-room and is partially hidden by a beautiful trellis of roses and other wall flowers. The bank of buds is gorgeous but not a selling asset for the pro shop. The building is long and narrow.

## Go-Getter on the Job

Out at Briergate there is a husky young fellow named Charley Rouse. Charley was one of the caddy-master aces of the northern part of the Chicago district. He comes from a family of four boys, all of whom are good golfers. The boy is able, serious and dependable. When the other clubs were crying for caddies the Briergate players always had plenty. Where and how Charley got them often has been a mystery. Rumors run to the effect that Charley used to get a couple of automobiles and lurk in wait at the end of the Milwaukee avenue car line where he and his aides-de-camp would deftly shanghai the pick of the caddie crop left loose at this port of entry from Chicago to the

North Shore. But, anyway, he got the kids and he trained them by brain and brute force in required proportion. The boy "sold himself" to the club members by being on the job and handling it right, so they gave him responsibility for the pro shop.

## Not Too Proud to Paint

At the start of the 1928 season Rouse and the club's assistant pro, Sammie Bernardi, got busy with paint and they gave the shop a going over inside and out. The inside of the shop isn't much bigger than 16 feet long and 10 feet wide. There are three small windows in it. To the right of the door as you enter, the boys put in the showcase that has the balls, tees, and other quick selling accessories. Tees are displayed alongside the charge book so a fellow is sure to get tees whenever he buys anything else.

Several new cases, electrically lighted from the inside, were installed along the walls and stocked with a big, but carefully selected line of merchandise.

Rouse comments:

"When the shop was finished and merchandise placed in the cases, we were ready for business. Hardly a member coming into our shop for the first time failed to make some remark about how well our display room looked. We made an attempt to keep on hand a complete line of golf merchandise including sweaters, knickers, caps, golf shoes, rain jackets, etc.

"Our increase in sales over the previous year amounted to approximately 85% and the fact that we did keep a large inventory on hand which made it possible for us to supply a member's needs immediately I believe accounts in a large way for the amount of business it was possible for us to do."

DURING the four years Canada Dry has given a case of ginger ale for a hole-in-one 9,358 golfers have received this prize. The banner year was 1928, with 2,875 aces recorded.