



A corner of the model pro shop Spaldings have put into their New York pro headquarters as an experimental laboratory.

Launch Model Pro Shop Consulting Service

FOR the past two years the Spalding organization has been making a close study of display methods in its retail stores with a view to determining what stock arrangement would be most effective for pro shop use. A number of types of fixtures and displays have been given a practical laboratory test of actual retailing practice and out of this experience there has come a suggestion for a model golf shop. The model shop has been laid out in Spalding's wholesale golf department in New York. On completion it was given the close inspection and appraisal of leading pro merchandisers in the New York metropolitan district and favored with such enthusiastic reception that the first of a series of bulletins on pro-shop selling was issued on the fixtures of this model shop. Other bulletins on pro merchandising will be issued by Spaldings as the basic material is suggested and approved by tests under close observation in the

Spalding retail outlets.

The initial bulletin gives details of a standard golf club fixture which can be made in a 6, 8, 10, or 12-ft. unit. The wooden clubs are placed in the top part of the fixture, and the irons in the bottom. Capacity is 50 to 60 woods and about 125 irons. Details of a golf bag rack and a standard sundries case also are given in the bulletin. The big rack carries bags with stays on the bottom and stayless bags are hung from the top part of the fixture. The capacity of the rack shown in detailed plan is 45 to 50 bags, although the capacity may be altered easily in construction to fit stated shop conditions.

This new service also provides a special layout service for supplying pros with sketches of shop arrangement and equipment to suit each particular case. Although this service was announced only recently a number of pros have taken advantage of its helpfulness.