

Every section will receive a tremendous amount of newspaper publicity and the magazine itself will carry announcements as to the site of each sectional event and all details pertaining thereto during the fall and winter months. Throughout the entire campaign the professionals and the PGA will receive credit for conducting the championships, which will benefit each and every one of us.

If the 1936 championship is a success, it will no doubt be made an annual event.

Remember, you are solely responsible for the conduct of the qualifying round at your club and your sectional PGA is solely responsible for the championship in your section. Pictorial Review has put us in complete charge of this event and we must show them that the PGA is the logical promoter of golf events and that any enterprise which it undertakes is assured of success.

Further details and instructions for conducting the qualifying rounds and the championship proper will be forthcoming as the date draws nearer. In the meantime, keep the event before your women golfers and help your sectional association to make proper plans and preparations for so promoting and conducting this championship as to make it a tribute to the ability of the profession.

Please advise on the enclosed postcard whether you wish to enter your club in this event and if so, the approximate number of entries you will have in your qualifying round. Both the qualifying round and championship proper will be conducted on a handicap basis.

With your best efforts, co-operation and support we will put this event over in such a grand manner as to be a credit to our profession and our association. Can I count on you?

Open Displays Open Players' Purses, Says McLeod

By FRED E. KUNKEL

POPLE living in glass houses should not throw stones, might be equally applied to pros who house their merchandise in glass cases, because they may expect to have their show windows broken," says Fred McLeod, pro of the Columbia CC, Washington, D. C. "Glass cases are all right if people don't get to swinging golf clubs. The only thing we put under glass are such things as golf balls and other merchandise to which caddies might glue their fingers. And we only have one glass display case in the shop.

"By placing clubs in open display racks there are also other advantages. They are easier to get at and handle by interested

players. Matched sets on display frequently sell themselves, just through handling, and seeing them there every time they come in.

"There is a dollars and cents value to the effective display of golf clubs and all golfing accessories. A good display is a sales stimulant. I do not clutter up my golf shop with displays so that the customer has a hard time to decide what to buy. A few good displays, placed in a strategic position in the golf shop, are silent salesmen who direct traffic in the direction of the cash register.

"While players are in the golf shop they naturally look around and the thing that catches their eye will win attention and possibly induce a sale. It is human nature."

Mr. McLeod has been with the club for 23 years. A year ago the club built him a new pro shop and heated it with oil heat. He finds a growing demand for club covers, because they keep woods in better shape. There is no rubbing in the bag or friction to mar the beauty and attractiveness of the head. The covers are colorful and catch the eye of the golfer as they expose their attractiveness in the glass case.

"Good displays help to sell the golfer," continued McLeod. "If he is not sold immediately he carries the idea away with him and when he comes back the chances are he is ready to buy.

"With a nice glass display, while it is plainly visible, the prospect might not even be interested but get him to swing a golf club or to handle any merchandise on display and he is immediately tempted to buy, whether it be golf tees or golf balls or anything else in the shop. With the open display you can double your sales.

"Take golf balls at a special price, say three for a dollar, on top of glass case. Instead of buying them at a chain drug store or other place where they are sold at the same price, they will buy from the golf shop.

"It is worth twice as much to have a special display of this kind on top of the case as within the case. It will repeatedly sell twice as much of a given item. Of course, since the top of the display case is far the most valuable the temptation is always to use the top to such an extent as practically to kill the item displayed. That is why I use the top of the case sparingly and only for special features I wish to promote."