

# Open Display Replacing Showcases

SHOWCASE display of merchandise isn't nearly as popular as it used to be. Open display giving the prospective customer a chance to get close to the merchandise for inspection and feel is displacing the showcase barrier in many instances.

What this means to the pro-shop is the passing of the ball display case. Some pros hesitate to make the change of having balls displayed openly, thinking that theft at public courses or carelessness (sometimes) at private courses would mean the loss of considerable ball sales income.

However, for 13 years Jack Semple, pro at the Rock Springs CC, West Orange, N. J., has been selling balls from open display and doing a remarkably high percent of ball sales to the total ball use of his members. His losses from balls taken out of the shop and not signed for are nil.

Jack's ball selling is practically a self-help proposition. He has worked out an attractive ball, sundries and club display stand, details of which are given on the accompanying illustration.

After 13 years' experience with open display Jack makes the following terse comment on the merits of this method of shop selling aid:

Does it help sales?.....Positively.

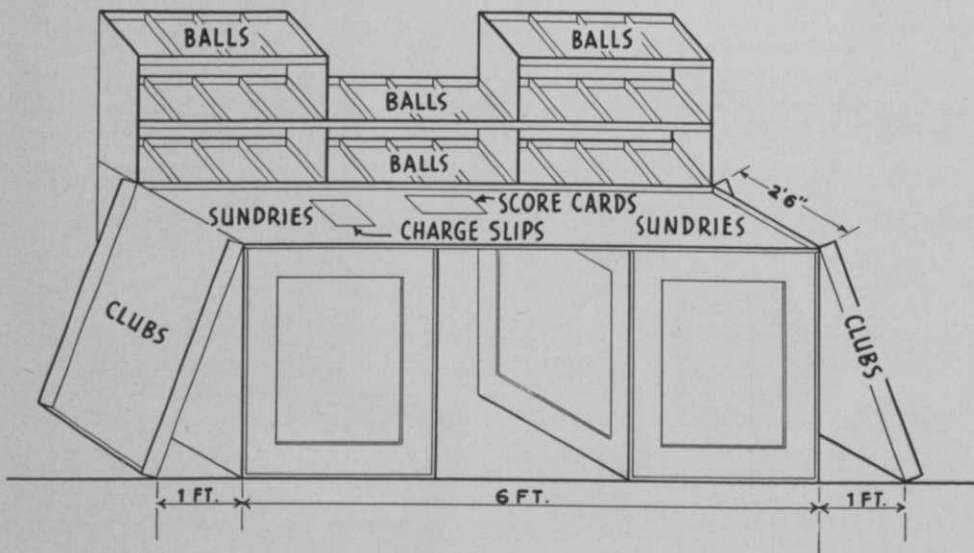
Does it give better service? Positively.  
 Does it appeal to the members?.....Yes.  
 Does it save labor?.....Yes.  
 Does it require a closer check?.....No.  
 Does it encourage shoplifting?.....No.

The fear that the open display might make it easy for the hurrying golfer, or the careless one to grab the balls he needs and flee from the shop to meet his comrades at the first tee, is entirely ungrounded, Semple says. The fact is that while the customer is helping himself (which 99% of Jack's members want to do) the shop boys are making out the sales slip which the members sign in a flash.

Being a canny Scot, Jack quickly realized that it was more important to get the sales slip signed than it was to try to sell goods when the member came in to get balls, etc., in as brief time as possible, so Jack put his present system into effect, and with marvelous results.

All balls are prominently and plainly marked so the member doesn't have to put on his glasses to see price tags. That's more important than many younger pros realize.

Seldom is the inventory in Semple's shop under \$1500, summer or winter. Considering that the shop is only 21 ft. by



Above diagram of Semple's display stand shows the profitable use to which he has put an old-fashioned flat top desk. It cost him only \$6.50 complete.

15 ft., that's plenty of a stock. But the merchandise moves fast, and that's the answer. Semple's shop is much admired by members and guests because of its unusual character and obvious smart merchandising.

Jack's center floor display is on an old-fashioned flat-top oak desk which cost him \$6.50 complete with two shelves he added. It gives him display space for 26 doz. balls, 12 doz. assorted boxed tees, 4 doz. Reditape, 4 doz. Gauztex, 2 doz. grip wax, 1 doz. belts, other sundries, men and women's schedules and scorecards, pencils, and last, but very important, rule books.

Semple has on display at one end of the stand 20 assorted putters, and 20 assorted utility clubs at the other end, while two sets of irons are at each side of the front of the case, leaving plenty of room for the member to step in and sign the sales slip on the center of the counter.

Jack points out to the fellows who think that open display might result in too much unpaid-for merchandise, the fact that it is much easier to slip up on getting a signature signed after a sale if one proceeds to replace and lock up merchandise before attending to the most important part of the sale—making sure of getting the sales slip signed.

Jack's policy in adopting his open display was to make it handier for a member to buy balls than to look into his bag to see if he's supplied. The system works because Semple goes at his merchandising on the basis of serving his members and their guests as he'd like to be served if he were the shop's customer.

## Playing Tips to Beginners Build Future Pro Income

GLENN Morris, managing director of the National Golf Foundation, makes a pertinent comment that'll interest pros who have practice ranges.

Glenn says: "Seventy-five per cent of the people at driving ranges act as though they'd never hit a ball before. The pro who knows his stuff will see to it that these customers are supervised and given little tips to help them. The little tips will lead to paid lessons.

"Now, unfortunately for golf, much of the use of the practice range is that of getting set in wrong habits of hitting at the ball."

## Marzolf Practice Device Helpful in Teaching Swing

FRANCIS A. MARZOLF, pro at the Wyandot CC, Columbus, O., is inventor of a practice device that is adjustable to the head of any player and which keeps the player's head comfortably steady during the swing.

The Marzolf device was shown at the Purdue clinic and aroused considerable pro interest, especially after it was noted that the Purdue students went for the device strong and seemed to find it very effective in helping them to effect quick improvement in their swings.

The device consists of a 7-ft. pipe arising from a heavy iron base. Horizontally



'In the harness' and all set for a perfect drive.

from that pipe extends another pipe at the end of which is a leather skullcap, attached to the pipe by a roller-bearing pivot. The golfer takes his correct stance, the cap is fitted by raising or lowering the arm, and the stage is set for practice.

Francis has had wide newspaper publicity on the device, and a number of them have been put into satisfactory use.

Although the device looks strange, pupils have been using it a lot, and pros are telling Francis that it's helpful in teaching a well-balanced swing.