

## Modern Shop Selling

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look around the shop. It is neat, well lighted, and the showcases are full of every possible golf accessory.

The shop boy is changing the merchandise from one case to the other. This gives the appearance of new equipment and breaks the monotony of seeing the same thing in the same place day in and day out. The clubs on the racks are moved for the same reason. All articles are marked with a fresh, legible sales tag.

### Friendly Air of Golf

On the walls are pictures of the golfing greats of today and yesteryear. The then Open Champion, the graying Armour, takes the space over the cash register; with Hagen, P.G.A. Champion, on one side; and jittery Diegel, Canadian title-holder, on the other. On another wall we see the "Old Master" Harry Vardon and his countryman, Ted Ray, with his big black pipe.

The American amateurs, Jones, Evans, Ouimet, are there also. Little Johnny McDermott, 2-time winner of the Open, is smiling down at us; Mac Smith is scowling beneath his checked cap; and sleek, sturdy Sarazen is looking proud and stoical—cigar and all. There is also a painting of old John Morris surrounded by such old-timers as Gil Nichols, Travers, McLeod, and others. We are definitely in an atmosphere of golf. On the table are golf magazines and two books on golf, one by Barnes and the other "The Gist of Golf" by Vardon. By the door hangs a huge bulletin board which is used for club handicaps, tournament dates, etc.

We ask our host, "When do you play golf?" "Oh, never on a week-end or holiday," he replies. "I spend that time on the first tee or in the shop, listening to complaints, arranging matches, making suggestions and offering advice. You see, by visiting with my members I can study their golfing needs and later on make suggestions which lead to sales." "But, don't get the idea that I never play with the members. I make it a point to play with everyone in the club 2 or more times during the season. It's bad business, you know, to play with just a select group."

Over in the corner is a small cabinet with the sign—"Did you leave it at home? Maybe it's here." If a member forgets his sweater, umbrella or something, he can borrow one from the supply kept in this cabinet.

We find that the pro doesn't take a day off except for shopping and an occasional tournament. He uses his time to give free lessons to the junior members and the members wives who are beginners. He tells us that the juniors are the grown-up members of tomorrow. "They will need clubs, bags and balls, and someday they will buy them in my shop."

### Pro Is Prime Merchandise

That old pro was a magnificent merchant

because the first item that he sold was himself. He was quality merchandise for quality merchandise in every case is that which serves the customer best.

The next thing in order of stock after the pro as first class merchandise is the material that the members need and can afford. Whatever the price may be the product must be the best for the money so that it does the pro's reputation good instead of taking a chance with a good name for the fleeting element of a long profit.

The long profits come and stay when the pro makes his character and business operations obviously directed at supplying the member with something that can't be obtained elsewhere.

There is an old saying that an institution is the lengthened shadow of one man. The properly operated pro shop is the extension of the pro's fine character, his authoritative knowledge of the playing and business of golf, and his genuine desire to have all his members, their families and friends, enjoy the game.

When you went into his shop you were going into it with your heart and head high because you knew you'd find there a true friend of yours. When you bought you knew that you were getting only what one of your real friends would let you have.

In these days when all vigor and canininess and allure is used in pushing the sale of golf merchandise by stores maybe the method of that fine old Scotch mentor of mine might seem too easy and slow. But don't think that he ever missed a bet.

Anything in golf merchandise and golf merchandising that was good enough so his friends—his members—should have, he was quick to present.

He made a pro shop one of the unique and appealing places of business that very few commercial establishments could copy. Hundreds of stores would like to have the selling atmosphere that this sort of pro shop was given by a man who knew his business.

Go modern with your pro shop merchandising but don't go so "modern" that you sacrifice the power of business personality that a smart businessman pro accents.

### SHELDEN OPEN AT ROCHESTER,

MINN.—Walter D. Sheldon Memorial Open for \$1500 will be played at Rochester (Minn.) G&CC, Aug. 10-12. Pro entries will be limited mainly to pros in Minnesota, Iowa and Wisconsin. Amateur entries of 9 handicap and under will be accepted. Pro field is limited to 75 and amateurs to 50. Rochester's pro, Art Ingleson, Box 473, Rochester, is handling entries. Entry fee is \$10. The Rochester club membership includes the MD celebrities of the Mayo clinic and other noted Rochester medical establishments.