

# Eye-Level Display of Heads Helps Sell Clubs

By **JIM WAGNER**

Pro, Elks' Country Club, Richmond, Ind.

You may have heard your wife say something about the right idea in interior decoration being to hang pictures about on eye level. Maybe you have but haven't paid much attention to her remark and for that reason overlooked a point having considerable bearing on effective display in pro shops.

Most pro shops have club displays on the floor. Some shops, mainly due to lack of space, have boxes of clubs displayed on the floor and on a narrow shelf above the bottom array of boxes. If your shop is one of the latter note how much oftener the member takes a club for inspection out of the upper boxes.

Why? The reason is simple and logical. In dressing up a club the manufacturer puts emphasis on the heads of the woods and irons. That's entirely natural as the grip doesn't allow much opportunity for striking display and even the most colorful or distinctive jobs done on the grip don't carry as much selling force as the clubhead which is the part of the club that does the business.

Some display boxes are made so the grip

end of the club is down. Probably the idea is to show distinctive sole construction in the case of some woods. But the sole, according to my study of 15 years in pro merchandising, doesn't carry the display and sales appeal of the top of the head. I am absolutely sold by experience on the value of colorful and practical boxes in displaying and selling clubs. The clubs often look so much alike to the average buyer that with the name on the head concealed probably not one club member out of 50 could tell the lines apart. Consequently much depends on the boxing of the clubs in a manner that shows quality.

It certainly is true that most pro shops are none too well located, laid-out or lighted and the colorful boxes have a decorative value that brightens up the selling aspect of the establishments.

If you possibly can, arrange to have your clubs displayed in their boxes so the clubheads are about on eye level. This may be contrary to your opinion that merchandise should be displayed as near as possible to its position of use. However I've seen so many times in my own shop and that of



Jim Wagner's shop at Elks' CC, Richmond, Ind., shows how he makes a strong point of having merchandise displayed at eye-level where it invited examination.

others that the eye level location of club-heads attracts buyers there's no longer much of an argument as far as I am concerned.

In arranging shelf display for a shop the size of mine I reserve a shelf or shelves on which only ladies' clubs are shown. This space should be plainly marked as such. I believe that because of the difficulty we have had for some years in getting women's clubs it is especially important that we spotlight such stock when we are able to get it.

In my shop I have screw hooks on the shelves from which I hang golf bags in natural carrying position. I also hang replacement straps on these hooks. Umbrellas are displayed with these bags.

#### Helps Keep Shop Clean

This shelf and bag arrangement gives me clear floor space which is much easier to keep clean. Merchandise is not subject to the dust accumulation that gathers near the floor.

An absolutely spic-and-span shop is essential to first class pro merchandising and to establish the sort of a reputation the pro should have with his members.

I notice that many of my fellow professionals are sold on the idea of table-top and other open display of shirts, caps and other sportswear, to invite handling. Unless the merchandise can be kept in dustproof cellophane containers I think the idea is of questionable value although we all appreciate that sales are increased when attractive merchandise is brought right close to the prospective buyer.

In my shop with the showcase space available I try to show a sample of each

item I carry in the sportswear line, under glass, where it keeps clean and bright and doesn't suffer from shopwear.

I know I don't get bargain-counter sales reaction to such display but as long as good merchandise continues to be scarce and my budget does not allow a stock of too many sizes and colors I think I'll keep my stock as clean as possible and in such condition that the purchaser can wear any item immediately.

Ten and 15-dollar shirts represent a considerable investment for me and more often than not I'm wearing the merchandise myself in case the customers desires to feel the material.

I have found that the little things on sale in a pro shop often have great weight in giving the member the opinion I want him to have of the way I run my business for him. As the drugstore uses the postage stamp as a goodwill item I use a complete line of shoestrings. The immediate cash profit on these isn't enough to warrant the trouble of stocking the item but the customer's satisfaction is worth plenty.

As conditions ease up in club manufacturing I'm going to stock again some left-handed sets and special lengths and weights in right-handed clubs. That I believe will nullify some of the possible adverse effect of store competition by letting all know that I have the most complete line of good golf merchandise to meet all requirements.

Proper use of the swinging-weight scale by the pro I believe makes a strong impression on the club buyer and shows that the pro is fully equipped to give the buyer at his shop expert service he can get from no other type of golf goods retail outlet.

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**BRISTOL'S CALENDAR ISSUED**—Horton Mfg. Co., Bristol, Conn., has issued its useful annual Bristol golf club calendar of leading national and sectional tournaments. It's a very helpful job which entailed a lot of work in getting the information on the various events. Golf association officials would be a lot quicker on the trigger in giving the Horton outfit cooperation in providing data for this calendar if they realized what value it is to newspaper golf writers, pros and potential tournament entries. It's the only thing of its kind.

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**LYNWOOD CONSTRUCTION JOB**—Arnold V. Tribble, gkpr., of the DuPont's Lynwood CC now building at Martinsville, Va., says that hopeful work is being done by the USGA Green Section in planning, seeding of the new course. A. H. Tull, architect, and R. Giddings, pro-gkpr. of the DuPont's Seaford, Del., course designed the 9-hole course, and got construc-

tion under way. Despite general belief that this part of the country is not favorable to bent greens Tribble says investigation and suggestions of the Green Section convince him the result will be superior bent turf.

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#### FINGER LAKES GREENKEEPERS FORM ASSOCIATION

Initial meeting of the Finger Lakes Greenkeepers Assn., held at Canandaigua (N.Y.) CC was attended by the organization's 11 charter members. The organization has meetings scheduled for the second Tuesday of each month. All greenkeepers of clubs in that section of New York are cordially invited to attend. Dean Darron, Stafford (N.Y.) CC is pres.; Edward Smith, Hornell (N.Y.) CC is vp.; and Wilbur Stone, Elmira (N.Y.) CC is sec.-treas. of the Finger Lakes outfit. Associate board members are Albert Blim, Churchville (N.Y.) GC and Isaac Bucyk, Ontario (N.Y.) CC.