

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.

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.

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.

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.