



LEITH SHOWS HOW HE SOLVES PROBLEM OF PRODUCTIVE DISPLAY

Problem of attractive and productive display in small shop is well solved by Forbes Leith (R) and his asst., Joe Stolarik, at Glen Flora CC, Waukegan, Ill. Frequent change of display of items on table and of clubs on wall display keep members aware of the extent of Leith's stock. Everything's kept immaculate in the shop. Notice the display of putters and special clubs prominent by the case. This display invites—and gets—a lot of business from players whose putting, approach and recovery shots indicate need for improvement that a new club might fill.

and had to look for other lines of merchandise to keep their customers in the buying habit. Golf apparel is an important staple in pro shop stocks. The apparel has to be tops in its price class. The pro endangers club, ball and bag sales if he permits his customers to think that shoddy apparel is indicative of his merchandising.

Harry Bassler gives a tip-off on how to keep pro department volume up by saying, "No matter how hard you think you're working, when business shows signs of dropping you have to go after it harder." When he saw store newspaper advertising increase in fighting for Christmas business Bassler put on his own campaign.

Trade-in Allowances with Care

Bassler sent out letters advising that anyone buying more than \$25 in his shop before Christmas could apply the letter as a \$5 payment. Many of the letters went to golfers who wanted new sets of clubs and wanted to trade in old sets. By not getting off base on trade-in allowances Bassler was able to sell a lot of woods and irons at a good profit.

He's strongly of the opinion that the party is over for pros who expect to make good money on good jobs and keep on

playing, too. He says that it's becoming more apparent that a pro has to make contacts to sell. Harry has three assistants teaching and does considerable teaching himself. Teaching is the big point of origin of hottest sales leads. Bassler advises that strong promotion be given to lessons as a prime feeder for club sales.

George Lake at Long Beach has found that the lesson promotion, even on the delayed motion of junior class lessons, sells playing equipment. Lake's job of junior promotion is one of the finest performances in municipal sports management and has publicized Long Beach as a model for junior golf development. The kids' interest has brought their parents into the game. Some of the parents formerly played and want to get new clubs. A number of golfers who play at Long Beach's muni course bought used clubs at rather high prices during the war. These people want high allowances on those clubs they bought when war plants were paying fancy wages and clubs commanded a premium. Today's prices of new clubs don't justify the allowances these golfers want for their old clubs. Hence their desire for new clubs has to be steamed up to the point where they'll pay the price. George Lake has found that