

members ever turn back a set as unsatisfactory and if they do they are impressed by our willingness to let them try until perfectly satisfied.

"I carry as many as 40 sets of clubs on display in my shop. I carry anything that sells to build volume and quickly clean out merchandise I find has been bought as an error in judgment. I don't refuse to buy merchandise because I don't particularly like it myself. I let the customer decide by turnover whether the product is right. The point is to not let a dollar go to buy elsewhere because of any prejudice I might have.

"Have fixtures that are attractive and well lighted so the customer can handle any item that gets his or her attention. Put emphasis on colors of apparel items to brighten the shop. Many a time a shop fails to make sales because it lacks eye appeal. An attractive, colorful shop stays in the memory of people who pass through and even if they do not buy at the time, your shop may have registered in a way that makes sales later.

"Pay close attention to featuring golf shoes, both men and women's numbers. As a result of giving this business some special thought and effort I now am selling street shoes of the same lasts as the golf shoes.

"And be sure to have a tournament program set up that has something doing

almost every day — and with chances for prizes and balanced competition for everybody in the club."

From John Reuter, Jr.—

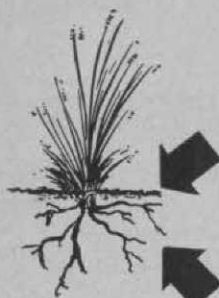
"Courtesy and thoughtfulness are the two chief items in the stock of a pro who wants to be a successful merchant and a valuable asset to his club. A member may come into the shop several times before making up his mind to buy and too often pro shop sales are lost because the member isn't cordially received after he has 'shopped around' without buying. Everyone expects to do some shopping around in department stores and there are no hard feelings shown by the clerk if the sale isn't made.

"Think carefully, too, about price lines to suit the purses of your members."

BARNES 1949 GUIDE

A. S. Barnes & Co., New York, has issued its 1949 "Official Golf Guide," a comprehensive and compact book of golf records; national and sectional, pro and amateur. The material includes the history of major events and last year's performances in almost all of the men and women's tournaments. It also contains biographies of prominent men and women amateurs and pros, a rather complete 1949 schedule, data on British and Canadian events, golf association officers and miscellaneous data.

KILL Weeds At The Roots!



DOLGE SS WEED-KILLER

Goes to the root of your weed problem. Use in economical solution where no vegetation whatever is desired. Sterilizes the soil so windblown seeds cannot normally sprout in it. Penetrates to the roots — and KILLS! This modern chemical weeding saves money and hours of backbreaking labor.

E.W.T. SELECTIVE WEED-KILLER (2-4-D)

Works down thoroughly to the roots of brush, dandelions, plantains, poison ivy, ragweed, sumac and other plant pests, but will not kill most turf grasses. Best used for maintaining beauty of lawns and fairways.

Write for literature explaining these tested DOLGE products fully and giving specific directions for their use.

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