

# Cooper Saves Time With "Self-Selling" Shop

"More merchandise in sight means more dollars in sales" is the policy followed very successfully by Harry Cooper, pro at Lakeside CC (Los Angeles district).

Cooper's shop, containing approximately 400 square feet of floor space, is continually stocked with \$14,000 in clubs, balls, bags, clothing and other accessories. All but a small reserve of Cooper's club inventory is attractively displayed on double deck racks along two sides of the shop while clothing, shoes and other items are presented in showcases running the full length of the shop.

The proof of the Cooper statement (plus pleasing presentation of stock) is in the fact that Cooper has an almost complete turn-over of clubs and balls every seven weeks with clothing and other accessories stock being turned over at almost the same interval in maintaining a thorough inventory.

Being located in Southern California, Cooper's shop business is not as severely subjected to the "on" and "off" seasons experienced by pros in other sections of the country. However, climate alone does not account for the healthy sales picture in Cooper's shop.

The biggest sales factor, according to Harry, is the old and well-proven tech-

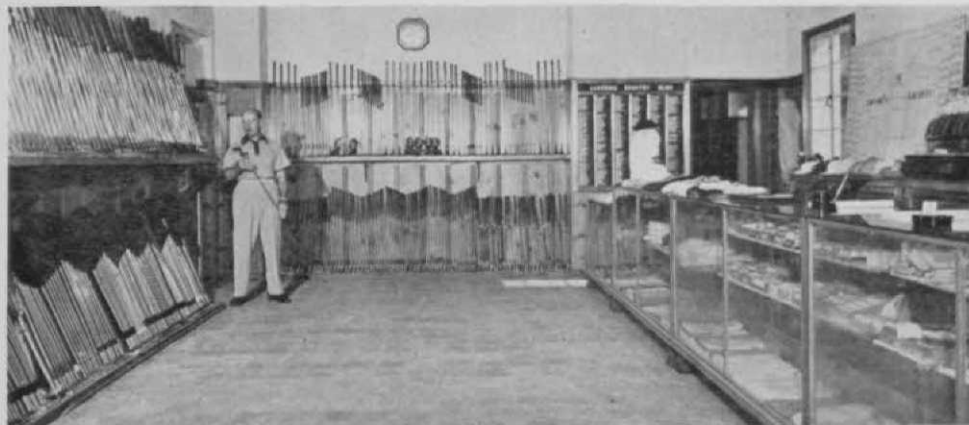
nique of the "personal touch." He says:

"Experienced golfers buy clubs by 'feel.' However, frequently the pro is called upon to aid a beginner in his or her selection of clubs and to teach them how properly fitted clubs should feel. My policy is to help every customer in my shop in his selection of a set of clubs, spending all the time necessary to satisfy not only the customer, but myself, that the clubs he buys are the clubs best suited for him.

"The time spent with beginners is repaid many times over in repeat sales of balls and accessories and in establishing the habit of depending on the pro shop for all golf merchandise," according to Cooper.

## Works on Timetable

With a membership of 524, and 475 bags in the racks, Harry has worked out a schedule to handle both large volume sales and lessons. Starting on the practice tee at 9:00 a.m., Cooper teaches until noon, breaking for two hours during which time he handles traffic through his shop. During the two hour session Harry works closely with members in their selection of merchandise. With club sales mostly in the two hour period, Cooper can return to the practice tee



Harry Cooper, professional, Lakeside CC (Los Angeles dist.), looks over new club before putting in display rack. Big shop enables Harry to keep large stock of well arranged merchandise within easy reach for customer inspection and handling.



Johnny Dawson, popular amateur, makes merchandise selection from Cooper's large stock of accessories—Note open display on counter and orderly arrangement of stocks in showcase which runs full length of shop.

early in the afternoon for another five hours of lessons.

With the full teaching schedule and a shop full of sales Cooper claims that the only way he can meet his teaching assignments without neglecting personal and expert attention to shop business is to operate on the timetable he has now established.

"And the only way the timetable can be maintained," declares Harry, "is through a broad display of all products manufactured by leading sporting goods

at the same time experience profitable shop operation, is to have a shop that sells itself.

"If a large stock is carried, and if it is well displayed, a shop will sell itself and the professional can devote his time to his job: teaching and advising."

### Box Score Tells Vivid Story Of Western Open

Joseph C. Hogan, promotion director of the Western Golf Assn., and his staff at the Western Open at St. Paul supplied the press with quick "box score" summaries of each day's play so sportswriters could provide newspaper readers with clear, accurate accounts of the play that resulted in Snead's 268 triumph.

Hogan and his staff repeated the demonstration made by Mark Cox and his outfit at the National Open; the sort of a story golf fans want on a big tournament can't be told without box-score data.

From the Western Open box score: Snead's rounds of 69, 67, 66, 67, were scored with, respectively 31, 32, 30 and 31 putts. Sam was in traps once in the third and once in the final round. His birdies were for the rounds, 6, 6, 7, 6 and his bogies, 3, 1, 0, 1. He was in the rough, by rounds, 4, 1, 2, 3. He didn't have an eagle.

Middlecoff who finished with a 65 for 272 and second money had only 25 putts on his final round. He had 118 putts to Snead's 124. Demaret and Mangrum who tied for third money at 273, each had 125 putts. Snead, Middlecoff and Demaret each were in the rough ten times during the 72 hole route. Harbert was in the rough 18 visits.



Harry has an able staff to assist him in his merchandising operations at Lakeside. (L to R) Cooper, Al Roush, ass't pro, Bill Douglas, club repair and Chev Burness, caddy-master.

and sports accessories concerns. The large inventory stimulates a desire to buy. There is no lost time on either the part of the member or the pro when it comes to making sales.

"A pro is not hired by a club as a salesman," says Harry, "but as a teacher.

"The best way in my book that a pro may serve his club and his members, and