

Integrated Display Moves Pro Shop Merchandise

By REX McMORRIS

At the 1949 spring business meeting of the Indiana PGA, a display demonstration was put on by Coleman Clark, display manager of Wm. H. Block Co., Indianapolis department store.

Clark and his assistants set up quick and simple displays showing pros how to assemble merchandise and present it with strongest selling appeal. Indiana pros who have been using the Clark ideas now say that they didn't know the ABCs of sales making displays until they saw how Clark and his men handled the job, and that even limited use of primary points illustrated by Clark have accounted for hundreds of dollars of sales.

An idea that Clark stressed and which is seldom used in pro shops is called by display men "integrated displays." It's basically the same idea the men's stores use when you come in to buy hosiery and the salesman asks you how you're fixed for garters and underwear; or when you buy a shirt you're asked about buying ties.

The Walgreen stores do a strong job in this respect. Go into a Walgreen store and buy razor blades and you're sure to have the purchase of shaving cream, after-shaving lotions and other associated items suggested to you.

There isn't much of this sort of thing done in pro shop displays.

When you see golf shoes in a pro shop display there should be sox displayed along with at least one or two pairs of the shoes. The forms that shoe stores use in making combination displays of shoes and hosiery should be used in pro shop displays. The pros are doing big business in shoes but the greater part of pro hosiery sales is sale for emergency use. The fellow who forgets to bring sox out to the club that he bought elsewhere buys a pair of sox from the pro instead of stocking himself with sports hosiery.

Gloves Fit into Display

Golf gloves are another item which fit nicely into an integrated display and add color to a showing of clubs. A glove draped over the grip of a club is a pointed reminder of use, and stands a much better chance of making a sales appeal than if kept, as it usually is, in a package on a shelf or in a case.

In most pro shops the headwear is one place and the shirts elsewhere and slacks in still another part of the shop. The ex-

perienced store operator and display man handle the arrangement much smarter, as you'll note when you go into any of the better metropolitan stores.

Displays Headwear, Shirts and Slacks

The successful store displays show headwear, shirts and slacks in ensembles, for even if the customer may want only one of the three items, that one will look better with an associated item and has stronger sales appeal. Not very often is found one of the oldest sure-fire display tricks in pro shops. That's the use of a tie displayed with a shirt. Although a tie isn't a must with a sports shirt many pro shops carry ties and could pick up a fair volume of profit on ties if effectively displayed.

Golf belts are about in the class with garters as far as most men purchasers are concerned. A man usually doesn't get a new pair of garters until his old ones are completely worn. It's rather surprising that so many otherwise rather dapper golfers wear belts that are obviously worn out and dirty, and in many cases clash with the color scheme of the rest of the outfit.

The answer to that is improper display of the belts. Displayed with shirts or slacks the belts have much greater attractiveness and sales appeal.

In making these associated displays the advice of the pro's wife usually is very desirable because women have so much better color judgment than men. But pros and their shop assistants will have to learn how to handle color correctly in making sales. Some of the apparel color harmony advice in *Esquire* and the business journal *Apparel Arts*, can be used to great advantage in making pro shop displays.

Clubs Displayed in Bags

One of the most obvious opportunities for integrated display in pro shops is in clubs and bags. Yet in many shops you see the clubs and the bags displayed in widely separated spots. Bill Schuchart at Happy Hollow Club, Omaha, and the shop assistant on Claude Harmon's staff at Winged Foot GC (N.Y. Met dist.) are two I recall as having made very effective use of clubs displayed in bags. Even if the prospective purchaser is interested in only the woods, the irons or the bags, each looks better when they're all together and both these fellows told me the displays definitely had

sold complete outfits to men who originally were interested in only one item of the combination.

Club displays are hard to make in a distinctive way. Most of the displays simply have the clubs against the wall, in or out of the boxes. Putting a head-cover over one wood of a set makes the whole set stand

out and helps to sell head-covers. Look in your bag racks and see how many sets of head-covers should be replaced. Then see if your head-covers are on shelves or in cases so they don't jump out and ask for business as they would if correctly displayed.

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FOUR!



FOUR!



FOUR!



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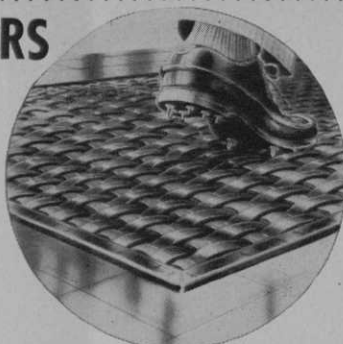
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HAHN'S SHOW GETS MANY BOOKINGS

Paul Hahn, professional formerly at clubs in Hawaii and California, is getting fine press notices on his exhibition tour



which included more than 50 outdoor and indoor shows at golf clubs in June and July. A new-comer in trick golf, Paul winds up his programs conducting a golf clinic which has won plaudits from many pros.

UNIV. OF MICHIGAN BUILDS

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guests. The old long row bench has been done away with and in its place small benches have been used whereby we can service as many and yet maintain a more congenial atmosphere. We have also furnished the room with round tables and chairs for the convenience of small groups.

In addition to the player facilities on the first floor there is an apartment for either the manager or the caretaker. It consists of living room, kitchenette, bedroom and bath with decorations carried out in the same style as the lounge and snack bar.

Full use has been made of the basement. In addition to the utility rooms are several fine storage rooms, but most important of all is the 75 x 130 foot room underneath

the locker-room with sand floor which will provide facilities for year 'round practice. Driving cages are located at one end of the room, a composition putting surface at one side and the remainder will be used for other phases of the game. All in all the clubhouse is a valuable addition to our athletic plant.

INTEGRATED DISPLAY

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Some pros hesitate to make bold displays of merchandise for fear the merchandise might become shopworn. The answer to that is to have the shop boys keep the shop clean and the displays dusted, and to change the displays frequently. GOLF-DOM reported that one wise pro was doing unusually large business in nylon bags by keeping them where they would be handled and when a bag got slightly soiled he'd offer it at a slight reduction in price. The price reduction idea worked so well the practice of slightly soiling bags to have them bought quickly got to be quite an art.

Study your shop and discuss with your wife and your assistants how the store display and sales idea of integrated selling could be applied. Look at the way the stores and store windows use the integrated principle.

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And while you're studying this way of moving merchandise, give attention to the possibility of too much of your display being in cases and on shelves that are hard to get to and virtually discourage the purchaser. Open table selling has been the biggest money-making display operation that's come into pro shops for years. The open display enables the merchandise to sell itself and the merchandise properly and conveniently displayed often can do a better job of high-pressure selling than the pro or his shop assistants ever would dare attempt.

PROS EXCHANGE STOCKS

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moving) and send them to Uslac, Maguire, Belfore, Smith, Shannon, Rutan, Watrous or any other of the near-by pros and pick up 25 shirts he has, or exchange for balls, umbrellas, shoes—anything. He is welcome to do the same thing with me. We keep passing goods back and forth all season.

"If a man comes into my shop and we are out of what he wants, or he needs an odd size, we get on the phone, call the other boys and 9 times out of 10 we'll have what the man wants before he leaves Red Run.

"We haven't found the answer to getting big buying after mid-summer but always in

July and September I switch the shop around completely so when a member walks in he thinks he is in a brand new show-room. That pep's up buying.

"Our trade-in business is simple. We have 400 caddies on our list. They have fathers, brothers, uncles who are looking for good used clubs. This caddy sales force is very effective. Because of what caddies are earning now and their wide field of acquaintance there might well be some pro thought given to the sales promotion possibilities of the caddies.

"We also have a lot of office employees in Detroit looking for bargain values in used clubs.

"The shop-to-shop exchange has been great for us all in the Detroit district. It should be highly recommended to other districts as it gets the boys pulling together, selling together, exchanging goods and ideas in friendly and profitable relationship."

Jack Schneiderman, Mount Pleasant GC, Leicester, Mass., believes in closing-out merchandise that hasn't moved in the big-selling months of the season. Jack thinks the risk of changing models or styles warrants marking down any surplus or slow-moving stock and turning it into cash. His opinion is that the greater part of such merchandise is bought by people who other-

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