



PARADE FLOAT PROMOTES JUNIOR GOLF

A float carrying junior golf stars who hit soft practice balls into the crowds was a big feature of the Fourth of July parade at Watsonville, Calif., where Pat Markovich and Joey Rey own and operate the local golf course. On the front of the float was a sign reading "California Leads the World in Junior Golf—Five National Champions—in 1952 and 1953." Another sign read "Your Watsonville Golf Course Kids—Kids Taught Free: Tues. and Sat." Also in the parade was a Santa Cruz Recreation Dept. float of little boxers. On the float was a sign: "Our Answer to Juvenile Delinquency—Keep 'Em Active in American Sports."

lighting the ads by painting or drawing heavy borders around the ads.

"In addition to this, they rearranged the merchandise in their shops. While the ad was alive they put into prominent display Wilson merchandise that was featured. Then, a week or so later, they changed displays again and continued this frequent change. The changing displays produced a cleaner, brighter, newly interesting shop.

"During this process the pros also found that they needed better lighting and more modern and useful selling fixtures.

"The campaign of good timing and concentrating all possible sales and display effort on merchandise that should be big sellers worked out exceptionally well."

Two Ideas from Novotny

Gus Novotny, MacGregor Golf, advises: "Two pro selling ideas that I have seen work out very well in the southeast are:

"First, prominent pricing of all merchandise, especially clubs and bags. At public or fee courses this is highly important because a customer will only look at what his pocketbook will stand. He shies away from even looking if he fears the price might be too much for him. Often pro shop prices are surprisingly low and make sales but not unless the goods are plainly priced.

"At one club the pro had price tags 2 in. high on his bags and he told me that this had doubled his bag business this season.

"Perhaps the pricing idea isn't as important at the wealthier clubs but I suspect that most of the members at these clubs are rich because they, or some of their ancestors, paid a lot of attention to the prices of what they bought.

"The other idea that has paid off this season in pro shops is that of a separate department for women's merchandise so the women can see immediately what the pro has for them to buy. This arouses the women's shopping instinct.

"Women's and girls' apparel has been big selling in a number of pro shops this season. Many pros have been neglecting making a special play for women's business and they wonder why sales to women haven't increased in proportion to the increase in women's golf play.

"A most significant sign of improvement in pro merchandising is the fact that fewer shops are the same year after year. The most successful pro businessmen in my territory keep their shops immaculately clean, rearrange their stock every few weeks to give their shops a new look, and between seasons make major changes in location and type of display facilities, painting, lighting, flooring and other essentials to profitable selling."

Extend Golf Bag Stock—Deal

Ted Deal of the Wilson Sporting Goods Co. Cleveland division, tells of one idea that has been profitable to pros in his territory.