



FIELD OF FUTURE "TOURNAMENT OF CHAMPIONS"

Tuesday afternoons about 45 girls and 40 boys from Las Vegas (Nev.) High School get free golf instruction at Wilbur Clark's Desert Inn CC, through an arrangement made between Howard Capps, Desert Inn pro, and Pat Diskin, high school athletic director. The class is in its second semester and some of the kids are getting to be fine golfers. One youngster who'd never had a club in his hand prior to instruction at the Desert Inn course got good enough to qualify for the 1953 Jaycee National Junior championship. The big boys, left to right: Howard Capps, Wilbur Clark, Pat Diskin and George Bruno, of Capps' pro staff.

sembly-line job then the merchant's reputation suffers because the customer is bound to think the time is devoted only to taking the customer's money.

The shop that isn't kept constantly clean and orderly, that doesn't have its stock attractively displayed and frequently changed to freshen the appeal, is a liability to a pro's reputation as a merchant.

The successful pro realizes that he always is subjected to his members' appraisal as a merchant, whether that appraisal is consciously or subconsciously made. This is a merchandising nation and the national temperament is to admire good merchandising and regard merchandising defects as signs of general inferiority.

Wise Buying Is Basic

Pro shop merchandising starts with wise purchasing of stock. This must be soundly based on the pro's expert judgment of what his customers want and need. A primary test of merchandising is that of buying what the market will like rather than what the retailer himself happens to like. As an example a shirt that a pro thinks is smart-looking some of his members wouldn't wear to a dog fight.

The pro's stock for sound merchandising must be acceptable to his trade, be of quality up to pro shop standard and be good value for the retail price paid.

Profits are determined by the turnover of capital invested. Merchandise must be that which will sell rapidly, with minimum

of push (pro shop customers prefer to buy rather than be sold), and which will not freeze money on the shelves. The stock must be that which will sell at a standard margin of profit.

Merchandising requires that you survey your market, analyze your customers' requirements and purchase according to those needs. If you over-buy you can't eat the stuff. You have to get rid of it at cost and lose your overhead and interest on your investment. If you under-buy you can't sell what you haven't got.

Make Stock Look Big, New

Merchandising also demands that you arrange and display your stock in a pleasantly interesting and impressive way. I have seen some pro shops where thoughtful display made \$1500 worth of stock look like a \$5000 inventory, and others in which \$5000 in stock looked like a \$1500 inventory in a pawn shop.

Good merchandising calls for rearranging your shop stock about twice a month. If merchandise remains in the same place it loses its fresh appeal to potential buyers. A change of location creates the impression of new merchandise; something the prospective buyers haven't seen before. The men and women who come into the shop will react to the new look of the shop, and "new" always is a word of strong magic in selling.

It shouldn't be necessary to remind a pro that the shop must always be kept neat and clean regardless of the amount of