



Hank Mercer's Shop Reflects Ideas Found on Circuit Tour

Hank Mercer, pro at North Hills CC (Milwaukee dist.), scene of this year's Great Lakes Amateur, came on the job this spring after a winter making the tournament circuit.

Hank didn't get rich in prize money but in addition to getting plenty of instruction ideas he's using effectively, he got many shop ideas that are paying him a fine profit on his winter touring, and which are pleasing to his members.

Mercer says that any pro who doesn't inspect and study shops at every convenient club in cities where winter circuit events are played is losing a great chance to get a big dividend on his investment in circuit traveling.

The oval counter of shelves in the center of the shop, Mercer reports, never has failed to encourage members to do more buying. So much merchandise is neatly and alluringly displayed that shop visitors are constantly reminded of their needs

when the stock is changed and freshly arranged every week or so.

The individual brackets for club display also give a chance to spotlight clubs and keep changing displays so members will have opportunities to concentrate attention on some woods or irons that just happen to look especially good to them.

Hank's observation and experience this season at North Hills indicate—to him, anyway—that making separate displays of clubs gets the possible buyer's attention quicker and more favorably than when clubs are shown in long rows.

Southern Calif. Turf Research advisory committee and Southern Calif. turf conference figured there are 700 sq. ft. of turf for each person in Los Angeles County, \$317,000,000 in turf installation (exclusive of land costs) in the county and \$159,000,000 in the city. Extending these figures makes turf installation in California a \$1,600,000,-000 investment.