

I think they are the best racks I have seen and are very simple to assemble.

### **Members Happy, Business Better**

"The members have been delighted with the new shop, in fact they think it is the best improvement in the whole rebuilding program and I am sure it definitely has increased business, which is good of course, but the thing we appreciate most is to have enough room to operate and give the members the kind of service we like to give.

"The windows at the rear of the display room are the front of the work shop, which we had installed so that my boys can work in there and still see when someone comes in that needs attention.

"In back of the work shop we have ample space for club storage, after they come in off the course, until they can be serviced and returned to their proper place in the rack room.

"In addition to this I have a fine new office and space for supplies and additional merchandise on the second floor. This gives me a place to have some privacy to take care of the book work and details of running my department, of which as you know there are many. I do believe that the new set-up we have is just about as fine and efficient as anyone could want.

"We've got the greatest bunch I've heard of in any club's membership and they've all been so grand to me thru the years I want to see them have the best of everything. I think we can say we've got it in pro department facilities with our new shop."

### **Displays That Sell When Members Aren't Rushing**

**B**ILL JELLIFFE, widely known golf playing equipment salesman, and former pro, makes a sage pro merchandising observation.

Says Bill:

"As we all know, the biggest bugaboo that the pro has in merchandising is the fact that members are always in a hurry to get on the course and when they finish their rounds, are always hurrying to get home.

"With a very limited number of potential customers the pro must have an eye-catching way of displaying his lines of shirts, slacks, rainclothes, caps and other golf accessories. We all know the time to sell merchandise is when they are not in a hurry and about the only time this occurs is when they bring their families out

for dinner or entertainment in the evening.

"Of course then the golf shop is closed and in most instances a blank wall eliminates any sales appeal.

"Gene Root, the pro at Lakewood CC in Denver has solved this display method in a very clever manner and incidentally boomed his sales, by installing display windows in his shop inside the clubhouse. Here his latest and most attractive merchandise is displayed at all times and works for him even when the shop is closed.

"Most pro shops can be remodeled to take full advantage of silent salesman displays without a great deal of expense. Also neat and attractive displays frequently changed are a big answer to more sales and revenue for the pro.

### **"Democratic" Membership Basis Best for New Small Club**

Organizers of a new club in a southern city of 40,000 say they immediately bumped into these problems:

1. Is it better to organize a new club to operate at first just as a golf club with locker-room facilities or shoot at a complete family club with clubhouse and pool facilities?

2. Is it better to have a new club fully financed with cash subscriptions or to go as far as possible with funds available and go in debt for part of the amount needed to get started?

3. Is there a legal way to be relieved of the federal tax on the money subscribed to buy the property and construct and equip the course and clubhouse?

4. Is it desirable to have each member of a new club subscribe for the same amount of stock, or is it better to have some members holding larger amounts of stock than others, with possibly a dues reduction for the larger stockholders?

5. Is it better to aim at exclusiveness in a club in a city of 40,000 population or are the successful clubs in communities of this size generally democratic?

An experienced professional who has served several southern clubs to their high satisfaction gave the organizing club advice to form on a "democratic" basis with careful consideration being given to pleasant and substantial character. The pro said there may not be enough active golfers in the "exclusive" clubs to maintain lively interest, and maintain the course and clubhouse in good condition.