

Pegboard Displays

Give Sales A Boost

at Lincolnshire

WALL to wall merchandising is moving a considerably larger volume of golf equipment and sports apparel in Bill Hamilton's pro shop at Lincolnshire CC, Crete, Ill., than Hamilton estimated he would sell when he took over the club this spring.

In spite of spotty weather, Lincolnshire sales have rolled right along all season because Hamilton has put the greatest kind of emphasis on display. Extensive use of pegboard, which covers the four walls of his shop from baseboard to ceiling, has enabled him to get an unusually large percentage of his inventory out where golfers can see it. Nearly one-half of the 30 sets of clubs Hamilton carries in stock are displayed on the pegboard along with two dozen golf bags and miscellaneous items such as head covers, shag bags and golf gloves.

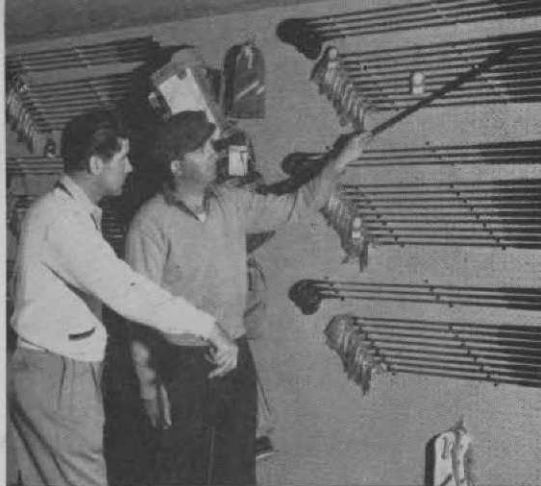
With playing equipment thus arranged, Bill has plenty of room to show a large stock of wearing apparel without giving his medium size shop the appearance of being overcrowded. Four large glass counters trimmed in birch and three clothes racks along with incidental tables are used for apparel display. Golf balls and tees are sold from a fifth and smaller counter located in front of Hamilton's alcove office.

Enlarges Shop

"Before I put pegboard to work on a large scale," says the Lincolnshire pro, "I never could figure out a way to show my merchandise to full advantage. For one thing, I felt playing equipment was taking up too much room and crowding out a lot of sportswear I could have been selling. And, too much of my stock was laying around in boxes or had to be kept in storage. When it isn't out where the golfer can see it, that means you're not giving him a chance to buy it. As far as I am concerned, pegboard solved my display problems because it has the effect of 'enlarging' a shop."

Hamilton adds there are other advantages in the use of this type of wallboard material. It gives the pro more artistic leeway in arranging his merchandise and it is easier to keep a shop clean when it is used since it gets most of the stock off the floor.

The Lincolnshire shop is a fine example



Charley Taussig (right), Lincolnshire member, discusses purchase of new set of clubs with pro Bill Hamilton. Three of four walls in Bill's shop are lined with pro only clubs. Miscellaneous equipment is interspersed to give variety and attract golfer's eye.



Counters with wearing apparel are spotted in center of the shop. In background is a second counter in which balls and tees are displayed. Hamilton's office is in alcove directly behind second counter.



Handicap board is right around the corner from the merchandise. In picture are Art Barrington, a director, and Taussig.

of what a fellow can do with a \$1500 renovation budget and a "Do-It-Yourself" flair. In March, when Hamilton moved over to the Crete club from South Haven (Mich.) CC, where he had been pro from 1952 through 1955, he was confronted with four bare walls and a cement floor. Working 12 to 16 hours a day for the next month, Bill installed the pegboard walls which are painted peach, a celotex ceiling done in gray, and wall to wall carpeting over felt padding. Then he shopped around and



Displays such as this have helped Bill Hamilton's sales get off to booming start despite poor weather.

found five display counters that had to be refinished before they could be put in service. With this and all the incidental jobs that go with the opening of a pro shop, Hamilton was ready for business which started rolling in in April and happily hasn't stopped.

Although the Lincolnshire pro puts great stress on displays to sell merchandise, he doesn't labor under the impression that the sales effort stops there. "Pro shop selling will always be a matter of making the right suggestions and being subtle in creating a desire for your merchandise. You can't use pressure tactics in our business, but that doesn't mean you can't be an aggressive salesman. After your displays pull them in, you still have to sell them."

Hamilton, who caters to about 600 Lincolnshire members including 200 women golfers, gives Al Brosch, the first pro he worked for, credit for instilling in him an appreciation of good displays. "It was one of his favorite subjects," says Bill. "He taught me a lot about this phase of merchandising. After leaving Brosch, Bill served at a driving range in Chicago, leased and operated a course in Florida and then took over for four years at the South Haven CC before coming to his present job.

Last winter Hamilton took his first crack at the tournament circuit, traveling it for

Announce New Edition Of Pro Shop Christmas Golf Gift Sales Booster

The third edition of "Christmas Shopping At Your Pro Shop," the sales promoter that pros have used in building golf Christmas gift sales into multi-million dollar volume, is being prepared.

Publication of the book was begun in 1954 by GOLFDOM at the request of professionals who wanted personalized advertising of quality and interest, giving the pro shop a strong, attractive competitive edge over stores making vigorous bids for golfers' Christmas gift business.

The first year's edition was sold out at 106,000. The second year also was sold out with 136,500 distributed by professionals.

This year the run will be limited to 145,000 and the book will be supplied to pros on a first-come-first-served basis.

"Christmas Shopping At Your Pro Shop" is strictly pro-only in circulation and Christmas golf gift merchandising.

Leading club professional businessmen credit the pro shop Christmas gift buying guide with having made Christmas business the first or second biggest monthly volume of their year.

Details of "Christmas Shopping At Your Pro Shop" now are being mailed to professionals by GOLFDOM, 407 S. Dearborn st., Chicago 5.

three months. Like everyone else who plays it, he hoped to pick up a few dollars here and there, but his main concern was in picking up pointers from the stars that will help him in his teaching. He also wanted a chance to look over some of the pro shops on the tournament trail.

Beg Your Pardon

Golfdom was guilty of three putting in its May issue (p. 70). It incorrectly identified L. N. (Monk) Clark as C. E. Krampf in a picture with Des Sullivan, champion golfer and pres. of the Golf Writers Assn. of America. Clark was toastmaster at the Writers banquet held at the Dunes Golf & Beach Club, Myrtle Beach, S. C. Krampf is pres. of the Dunes.