

## **Correct Display Sells Golf Shoes**



The above shoe display, which Al Robbins set up for Bill Ogden at the North Shore CC in Glenview, Ill., has some fine selling features along with some that aren't quite as good as they could be. But Robbins rigged the latter to get a few points across about golf shoe merchandising.

There is no doubt that the top part of the panel will sell shoes. There is plenty of white space around each shoe displayed and the pro-handle shoehorns give a nice partitioning effect. The shoe rests are finished in brass and have a slot in the middle for price display.

The lower half of the display is not quite the way Al would show shoes. There are too many in the allotted space and an overcrowded look results. The shoe at lower left has laces hanging out (sloppy) and rests on a heavy plastic fixture which isn't necessarily conducive to sales. If a golfer takes the shoe off the fixture to look it over he may have trouble replacing it. If he does manage to get it back on the stand it may fall off, causing him some embarrassment and you a possible sale. The idea, says Al, is not to use tricky fixtures.

Here are some other things that Robbins would have you know about selling and displaying shoes:

- If you judge that a fellow wears an 11½ size shoe, hold up an 8 or 9 when he's looking them over. Size 11½ looks much longer than it actually is and may discourage the poor fellow. This is strictly psychological.

- If you're displaying shoes on a highly polished table, remove the spikes. That way you'll avoid scratches that detract from the display area. Grass mats really enliven a display.

- Don't display shoes in boxes. They lose their classy look.

- Avoid glass enclosed shoe displays. They don't help sales.

- Don't show men's and women's shoes together.

- If you haven't got enough shoe trees stuff paper in the toes. This keeps the shoes looking better.

- You don't have to sell shoes that are correctly displayed. They sell themselves.

### **CMAA Sets Workshop Dates**

Heavy response to a Club Managers Assoc. of American poll, recently made by Carl Jehlen, has enabled the CMAA to set up a schedule of three-day workshops to be held in various parts of the country this summer. Decisions were made on the basis of about 400 returns in which members indicated their preferences for the workshop sites.

Here is the schedule:

Aug. 4-6 — San Francisco

Aug. 6-8 — Dallas

Aug. 11-13 — Cincinnati

Aug. 13-15 — Washington, D. C.

Aug. 18-22—Ithaca, N.Y. (Cornell U.)

Sept. 15-16 — Lansing, Mich. (Mich. State)

### **Northeast Wisconsin Clinic**

Northeastern Wisconsin Golf Assn., will hold its annual meeting and golf club operations clinic at Oshkosh CC on May 12. The assn. also has announced its tournament dates for 1958. They are: June 13-15 — Best Ball, Rhinelander CC; July 9-12 — Amateur, Oneida G & RC; July 13-15, Ladies, Pine Hills; Aug. 23-25 — Open, Branch River CC.

### **Tips on Screws**

A tip that Bob McLaren, Spalding rep in the Michigan lower peninsula, gave at the Michigan assistants' school: If screws in inserts and sole plates come loose, remove the screws, insert a little steel wool in the holes then the screws will stay tight.