

A "Must" for golfers visiting Europe

The World-famous Scottish Resort hotels and their Championship golf courses

GLENEAGLES HOTEL

Perthshire

and its King's and Queen's Courses in the foothills of the Highlands. The Royal and Ancient Golf Club, St. Andrews, the home of golf, is only 50 miles away. Served by frequent express train services from London.

**OPEN EASTER TO THE
END OF OCTOBER**

The international airport at Prestwick is adjacent to Turnberry Hotel and only 70 miles away by road from Gleneagles Hotel. As well as their superb golf courses both hotels have fine tennis courts, indoor swimming pools, shopping centres and private cinemas.

Full details and brochures may be obtained direct from the Resident Managers or from British & Irish Railways Inc:

NEW YORK 9 Rockefeller Plaza · LOS ANGELES 510 West Sixth Street

CHICAGO 39 South La Salle Street · TORONTO 69 Yonge Street

BTC/143/A

TURNBERRY HOTEL

Ayrshire

and its Ailsa and Arran Courses situated in the heart of the Burns country, and overlooking the sea. Near Culzean Castle.

OPEN ALL THE YEAR

Your Shop's Personality

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Impulse buying is too often a neglected factor in pro shop merchandising. Take a lead from the better haberdashery store which displays jewelry accessories at the cash register. A man who has just purchased several dress shirts and a few expensive ties is likely to get the hint as he's about to leave the store. This is suggestive selling at its most potent (and profitable) height, especially when the salesman at the cash register throws in a verbal reminder that a set of cuff links and tie clasp will go handsomely with the new tie and shirt.

Likewise, the pro who adopts this suggestive selling technique should rack up many more sales with such items as caps, gloves, golf-slanted jewelry and socks. But this added source of revenue can be yours only if the merchandise is displayed strategically.

Get This Tip!

15. "Here's a fiscal tip: if you don't have the ready cash to earn the 2 per cent discount on your bills, borrow the money from your bank at 6 per cent for 30 days. On a \$1,000 bill, you'll make an extra \$15 profit without any work at all!"

This is standard operating procedure for most retailers, but you'd be surprised to learn how many pros continue to ignore manufacturers' discounts. It's simple arithmetic to take advantage of a discount whenever possible. In the case of a 5 per cent discount, for example, the \$15 profit triples, and you make \$45 extra. Even if you prefer to negotiate a 90-day loan, you'll still save \$5 on a \$1,000 bill with a 2 per cent discount.

These are just a few suggestions that may be applied to the operation of your shop. Above all else, put to practical use the tools provided by your suppliers. Take advantage of their catalogues, brochures displays and selling ideas. Nobody is more concerned with your success than the companies that produce your merchandise.

Louisiana Turf Officers

Officers of the Louisiana Turfgrass Assn. for 1959 are: C. D. Smith, pres.; A. E. Champion and Reese Coltrane, v. p.; Lloyd Abadie, secy.-treas.; and J. M. Peek, research dir. Directors are Winnie Cole, Ford Ames, New White, Lou G. Vickers, Tom Hassion and Irv Zeidman.

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