



In Cochran's shop handsome display fixtures catch the shopper's eye. Door at rear is an entrance to hall that leads to men's locker-room.

Cochran Sells Color in Colorful Surroundings

By HERB GRAFFIS

COLUMBINE CC, in suburban Denver, is one of the very attractive country club exhibits in residential developments that constitute a considerable percent of the private golf clubs recently built or under construction in the U. S.

Johnny Cochran is Columbine's professional. He formerly was pro at Denver CC and at Greenwood (Miss.) CC. Cochran is a fine representative of the modern businessman professional, the kind who is valuable in the membership solicitation and service, and in promotion and operation of an excellent club of the Columbine type. He is a sound businessman, expert instructor and a good player.

Columbine has many of its members living.
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Display arrangements such as one in the foreground has much selling power. In background is Columbine pro, Johnny Cochran.





Effective use is made of wall and shelf space in shoe dept.

The Bright Display is Featured

Bright displays of merchandise that is easy to examine and buy provide inviting channels for traffic.



ing in the city as well as a substantial number who live near the club. Hence, it has a larger, more completely equipped clubhouse than is common at clubs with properties adjoining.

The location of Columbine in a new and rapidly developing suburban locality, with a smart atmosphere about it, gives the pro shop an important place in the publicity and service phases of the club operation.

Handy For Shopping

The shop has to be a convenient source of supply of golf staples and smart new apparel in order to save shopping mileage and time of members who live adjacent to the club. It has to identify itself with the best in golfwear and merchandise for those members and potential members who live farther away, but whose frequent and satisfied use of the club and pride in its prestige are highly desirable.

Harry Obitz at Shawnee and Jimmy Hines and Eddie Susalla at Thunderbird have shown how to operate the resort pro shop as a smart utility that has done valuable publicity and public relations jobs for their resorts.

Cochran and his staff are doing the same sort of work at Columbine.

The shop is large and light, located in a corner of the clubhouse which affords a vista of the first and 10th tees, the 9th and 18th greens. From almost any place in the shop the traffic at key spots can be watched by the pro staff, and the caddie and golf car situations observed.

Selling Strength in Color

Cochran is a strong believer in the selling strength of color. He says that since golf is played in the bright and colorful outdoors, golf merchandise of every sort should be displayed against a background that has the lively tones of sunlight. Johnny admits that his wife's counsel on colors is invaluable. Many other pros have reached that conclusion.

Most American women are instinctively authoritative in their color judgment; most men aren't. Numerous men golfers will buy shirts and slacks of bilious colors unless they have the guidance of women shoppers or salespeople. Cochran, by the way, has a co-ed from a university school of commerce on his shop sales staff during the summer months. She not only is helpful as something of a specialist in women's golf shopping, but is valuable as an aide to men shoppers.

Cochran makes effective use of open displays. Apparel and shoes are easy for the prospective customer to examine. Men's

Offers Award for Year's Best Golf Photo

Believing that the spirit, enjoyment and thrill of golf often can be more graphically recorded by camera, Harry Brill, Chicago golf enthusiast, has announced an annual "Golf Photo of the Year" contest open to amateur and professional photographers. The winner, selected by an award committee, will receive a plaque and a check for \$100. Details of the contest may be obtained by writing to Harry Brill, 1727 W. Altgeld st., Chicago 14, Ill.

and women's apparel and clubs are rather distinctively departmentalized.

In the inviting shoe dept. corner, both men's and women's shoes are displayed. Some of the more frequently purchased shoes of popular styles are in boxes under the display panels and shelves of shoes and hosiery. The Columbine shop has large storage space convenient to the displays so there is no delay in serving the buyer.

In the back of the shop, there are roomy facilities conveniently located for issuing, receiving, cleaning, repairing and storing clubs and for the safe storage of merchandise. Cochran's office is located nearby.

The Columbine pro dept. business has been built up to a volume that calls for close, simple control of inventory, re-ordering in time so extra charges won't have to be paid on shipments, and for accounting that prevents profit leaks. The operating costs of a pro department of the Columbine character and volume must be watched.

A simple accounting system that shows Cochran where he stands a few minutes after the close of the day's business helps the Columbine professional conduct a profitable operation.

Exclusive Lines

Cochran restricts his stock to the quality lines. Some of his apparel lines are exclusive in the Denver area. He carries the biggest stocks his marketing experience and records will justify. That is where his records enable him to carry a lot of merchandise that he knows will move fast.

It is his observation that any apparel of a grade that is subject to sharp price competition doesn't sell at a first class club's pro shop. The good taste and quality of the Columbine pro shop lines of golf apparel get Cochran a very high percent of the sportswear buying of the club's members.