



Get Visibility Into Golf Shirt Displays

By AL ROBBINS

Opportunity for a bigger volume of golf shirt sales probably is passing you by if you are stacking your wares on shelves rather than using a mannikin-panel effect, as shown in the top photo, to display them.

I feel that a brief study of the above photos will quickly convince you of this.

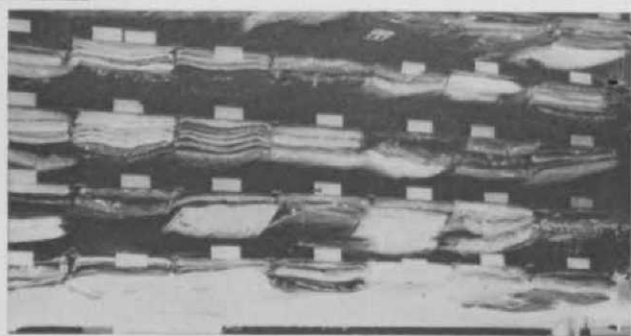
There is nothing quite as dead as shirts that are arranged in stacks. Except for the ones on top, they offer absolutely no visibility. That word, "visibility," is important to your sales.

Let's see just what it means where golf shirt displays are concerned.

Color Sells Shirts

Primarily, it brings out color — and whether you have given it much thought or not, color sells golf attire. Consider how it affects you. If a supplier delivers an order of shirts to your shop and you spot a beautiful red number — who is your first customer? Why, yourself. So, why shouldn't you exploit color by putting it out where everyone can revel in it.

Visibility brings out the style of the shirt — its overall cut, the way the collar is shaped, the style of the sleeves and even the buttons and pockets. Things like these



work on people. If the color of the shirt doesn't persuade them to buy, perhaps another of its features will.

Another selling point about good visibility is that it makes a terrific impact on the impulse buyer. At least one out of four of your golfers occasionally buys shirts simply because he gets the urge to do so. If you don't have any shirts in your shop, or if you have them buried on a shelf somewhere, the golfer isn't going to have any reason whatever to get that urge. But put them out where he can be tempted and you're going to get some business.

It's A Reminder, Too

Visibility, too, can work as a reminder. A fairly large percentage of your shop patrons are a little on the conservative side and don't buy until they feel it is absolutely necessary. But that good display constantly reminds them that their shirts are becoming older and, of course, frayed or faded. It may move them to oc-

casionally examine the shirts they are wearing and decide that it is time to replace them.

There are eight shirts in as many colors in the top photo. A harmonious color variety is a drama in itself. Only one style

About Al Robbins

In the golf and streetwear shoe business for more than 20 years, Al Robbins recently branched into other pro lines. He was with Florsheim for 10 years in an executive capacity and later operated a Foot-Joy shop in Chicago's loop. While with Florsheim, Al won 10 consecutive national shoe display contests, forcing abandonment of the competition because other contestants began pleading, "Break up Robbins."

About five years ago, Al formed Al Robbins Enterprises to promote the sales of the Par-Tool, a golf shaft shoe horn, spike cuff links, overshoes to fit spike shoes and other items that he invented. In the last two years he has been representing the Saks Fifth Avenue shirt line in Chicago, Detroit and St. Louis.

Several years ago, Robbins, who is quite a talented golfer, received national publicity for having played a Bloomington, Ind. course in a four-under par 32 without getting a four during the round. Included in those 32 blows was an ace on a 130-yard hole.

is featured here, but there probably is no good reason why two styles can't be shown. But I wouldn't go beyond that. And, I wouldn't try to get more than eight or ten shirts into a panel. At top center is a handsomely wrapped gift box, which, of course, is primarily directed at women. It's not a too terribly subtle reminder that golf shirts make fine gifts for husbands.

Everything considered, a well contrived shirt display works as a silent salesman for you, speeds up sales and frees you or your employees for other work around the shop. So, why not put one to work for you?

Shirts can be attached to pegboard panels with the F8 Pegboard Shirt Hook made by the Display Creations, Market & Broadway, Detroit. The photo of the display at top was taken in Bill Ogden's shop at North Shore CC in Glenview, Ill.

National Golf Day
June 11th

BOOK REVIEW

How I Play Inside Golf. By Doug Ford. Prentice-Hall, Inc. 70 Fifth ave., New York 11, N. Y.

Here is a book that may be a bigger help to golfers than most that have been written. Art Wall, Jr., Bob Goalby, Dow Finsterwald and others acknowledge Ford as being the smartest player on the circuit and in this volume many of Doug's wisdom gems are passed along.

Ford doesn't offer golfers any ready-made system that eliminates practice or ability and he doesn't try to change anyone's way of swinging a club. His theme is that by playing smart golf, double and triple bogies can be avoided and the 100 shooter can drop into the 80s.

Doug describes the contrasting methods of Lloyd Mangrum and Sam Snead in playing out of the rough, as one example of solving a dilemma. He, incidentally, recommends Mangrum's approach as a better guide for the average golfer.

All Aspects Covered

Every aspect of the game is examined in Ford's book. There are many tips on the use of clubs. Doug tells how he has played out of tight situations in several different tournaments. There are sections devoted to proper diet before a round, the kind of clothing that the golfer should wear, how he should go about selecting and buying clubs and what he should do to warm up properly.

One thought that pervades the book and may do a great deal to help the average player if he takes it to heart is that a person shouldn't attempt to play beyond his ability. "The essence of good golf thinking," Ford declares, "is to play within yourself and your capacity." The book came off the press in April.

Whittlesey of Washington Star Heads Golf Writers

Merrell Whittlesey of the Washington Star was elected pres., Golf Writers Assn. of America, at the organization's annual meeting at Augusta National GC, Apr. 7. He succeeds Bob Drum, Pittsburgh Press. Lawrence Robinson of the New York World-Telegram and Sun was elected first vp and Ed Miles, Atlanta Journal, second vp. Charles Bartlett, Chicago Tribune, was re-elected sec.-treas.