

NEW IDEA *American Sentinel* ENTRANCE MAT



Interlocking link construction prevents misalignment and provides dimensional stability. Precision-molded grease resistant vinyl links are woven on a non-rust steel network, which is metal-reinforced on the ends. Non-slip surface. Eliminates hazards of wet floors. Even the tiniest heels cannot catch. Keeps dirt, mud and slush outside. Rolls for easy handling. Individual links come in 15 fade-resistant solid decorator colors, and the first marbled polychrome colors. Design can include name.

Send for catalog sheets and prices.

AMERICAN MAT CORPORATION

1802 Adams Street

Toledo 2, Ohio

"America's Largest Specialists in Floor Matting"

A MAT FOR EVERY PURPOSE

to him for a while, I suggested he set up a corner of his shop specifically for promotional items. This, in a sense, would be the bargain department. In it he could stock closeout merchandise or discount items that he wants to clear out without necessarily waiting for an end-of-season sale.

This section of the shop would soon develop into a regular stop by the members of his club and not affect the sales throughout the rest of the shop. The idea behind a merchandising device such as this is to keep a constant excitement going in the shop. Don't let the member walk through the shop only when he is ready to buy something. Keep the sales pot boiling through the golf season!

Sometimes merchandising and sales promotion walk arm-in-arm with public relations. If the membership of your club warrants this type of activity, why not set up a weekly, bi-weekly or monthly display pertaining to the business of some of your members?

This could be an exhibit of the items produced by your members or it could be a series of photographs illustrating production details. Most members would be not only pleased, but proud, to participate in an exhibit in your pro shop.

Win the Women Shoppers

Constantly review your ladies' wear stock. The trick is not to have too much stock, but to have a selection of smart styles that cannot be purchased at every department store and ladies' wear shop in the area.

Women are natural-born shoppers and given the right inducement (which in effect is availability, style and price) they will buy — and buy often.

Golf professionals can get expert advice from the manufacturers and their representatives who are eager to help, not only in suggesting a display but also in calling attention to the newest styles which are available.

And don't be afraid to ask for reactions from the women at the club. But don't let them stampede you.

Golf and PGA Professional

"Golf and the PGA Professional," a booklet first issued by the PGA in 1960 and telling of the PGA's services to the pro, the amateur and the game in general, recently has gone into its third edition. This informative book may be secured free from the PGA, Dunedin, Fla.