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**Salerno Exploits Display
Space in His Shop**

Gus Salerno, pro at Hampshire CC, Mamaroneck, N. Y., has a small shop but with displays that possibly sell as much per square foot as any pro shop in the U.S. Gus has some members who are among the country's leading retail merchants. They make money themselves and they want the pro who fits their class of club to make money. These experts advised Salerno to put price tags on all merchandise displayed. "Price tags on top quality goods not only help sell the highest price merchandise, but makes everything in the lower-price brackets look like a great bargain," one of the members has told the Hampshire pro.

Walled With Bags

It works out that way. Gus has one side of his shop almost walled with golf bags. Bags with price tags of \$150 and \$130 are prominently displayed. The display sells well. Hampshire men and women golfers never go around with the ragpicker bags too often seen on golf courses.

Another wall of the Hampshire shop has shirt and shoe shelves running the length of the wall. The top shelf has shoes out of the boxes. It makes a colorful display that reaches out and pulls in buyers.

Golfing photographs of Hampshire members border the shop above the merchandise displays. "I show the members' pictures instead of those famous pros because the members are the most important golfers I know," says Gus.