



Show Those Prices

Rich and poor alike are cost conscious . . . They want to see those tags . . . There are several ways labeling can help you

By **HOWARD L. MILLER**
Monarch Marking System Co.

Marketing and selling products in the U.S. has become a matter of identification and information. If you were to go into a store where none of the items had labels, how much information would be missing? Without labels there would be no brand name, no product name, no size number, no description of material or content — and one other very important item would be missing.

What's the most important item in any business whether it's a department store, hardware store or a pro shop? The price . . . the amount charged for an article . . . how much it sells for! The price is missed most by customers if it isn't shown, and even more by the shop operator. So, doesn't it stand to reason that the most important feature of a business be shown correctly, legibly and indelibly?

What we're leading into is the printed price tag, an accepted standard in modern day retailing. Price tags are an important part in displaying and selling merchandise. After a potential customer enters your shop the one thing he eventually will pay close attention to is the price tag. He wants to know "What's the price?"

When the price is printed there's no asking or guessing.

Around country clubs and daily fee pro shops asking what an article costs may be a point of embarrassment for the customers. No matter what their finances, people are cost conscious. But they don't want others to know they checked the prices. So to make buying easier, tell them what it cost, but let a printed price tag do the talking.



Monarch's Dial-a-Pricer Model

Printed price tickets can do many jobs for your shop. The impulse buyer makes a purchase because he sees an item he has wanted and the price is right there. It seems like a bargain and so he purchases it. Price tags assist impulse buying. Give the buyer every chance to decide to purchase an item — give him the price, but do it correctly by use of mechanical marking.

Unintentional under-pricing because of inadequate price-marking is very damaging to a businessman. We all endeavor to make a substantial profit. The margin between cost and selling price is relatively close on some merchandise. This margin is reduced and sometimes eliminated when a sales person "guesses" under the actual retail price. This can and often does

(Continued from page 148)

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(Continued from page 68)

happen when the price-mark is smeared, poorly written or the article is not marked at all. When price-marking is done mechanically errors are eliminated.

A printed price tag creates confidence in your shop and its merchandise. The golfer knows that a mechanically printed price is right and final. Some people claim pro shop prices are outlandishly high. Hand-written prices tend to propagate this false idea because people believe the actual price has been jacked-up by writing in a higher price. Psychologically, buyers always believe the worst. A printed price tag develops a sense of confidence in you and your shop. Put your best prices forward — but print them on labels.

Coding Merchandise

Successful retailers keep stocks up-to-date. Date-coding, cost-coding, supplier-coding or catalog-numbering are important parts of retail stock control systems. All can be printed on the ticket, tag or label. Coding the date merchandise is received enables a shop operator to keep watch on goods that isn't moving as fast as others. This slow-moving merchandise can then be "pushed" before it is outdated.

The visual stock control method is equally valuable at re-ordering time. Instead of using time looking up a piece of goods, the shop owner can now re-order from the shelves using the ticket as a complete reference. Information on the ticket will cut inventory taking time. The retail price, cost, date received, supplier and/or catalog number are all in one place — printed right on the ticket, tag or label.

Some Advertising Value

A printed price tag also has some advertising value. Not only will a price tag speed the flow of merchandise, cut re-ordering time and reduce inventory costs, but it will act as an advertising medium. Every time a customer looks at a price tag he sees your pre-printed shop name. Others may look at a tag in order to learn where a person bought certain merchandise. Your shop name is more

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firmly established in the mind of all who see the price tag.

Gives Protection

A price tag can do one other valuable job. It protects you, restraining pilferage and ticket switching by the use of labels that are tamper-proof or tags which have security seals. In clubs and pro shop the theft of merchandise is not the problem it is in retail stores, but it can and does happen.

Whether you're a large, small or medium-sized retail operation, you should be able to profit from an adequate price-marking system.

*The Monarch Marking System Co.
is located at 216 S. Torrence st., Dayton 3, Ohio.*

Three New Tourneys on Ladies PGA Schedule

Three new tournaments have been added to the Ladies PGA summer schedule. They are the Waldemar Open (Brookville, L.I.) June 26-28; Yankee Open (Flint, Mich.) July 17-19; and Omaha Jaycee Open (Aug. 14-16). All three offer \$9,000 or more in prizes.

Harbert, Tabor Shine

(Continued from page 72)

A number of the exhibitors provided prizes for the chipping contest winners and door prizes. The show was under the personal supervision of Angelo Paul, pro at Meadowlanes CC, Blue Bell, Pa., who is president of the Philadelphia section. Joseph R. Aneda, Jr., secretary of the section and pro at Newark (Del.) CC, was the director.

Leo Fraser, president of the Atlantic City CC, who originated the show idea, was on the floor constantly, keeping things moving. Although he no longer is president of the section, the Philly show remains his favorite activity.

Gives Swing Analysis

Chick Harbert, former PGA champion, gave a swing analysis. He talked for more than a half an hour and proved to be as popular as ever. Chick recommended thinking as the most reliable method of lowering a person's score. "You people," he said, "try shots that would make Arnold Palmer shudder" Harbert said. "If you make a bad shot, get the ball back in