

This simplifies the re-arrangement of merchandise every couple of weeks to give regular customers a new view of the stock practically every time they shop. Bud credits this continual change with being a prime source of sales. "In a static shop, it's easy to shop by habit. If the golfer has to look around a bit, chances are he'll spot something he hasn't noticed before," he says.

The recessed lights installed in the ceiling of the new shop haven't proved adequate in Bud's scheme of mobile merchandising. Often, the area in which he wants to place a display is not illuminated properly. This problem might be solved by several strategically-placed, swivel-style spotlights that could be turned to light the re-arranged displays.

#### **Know Your Customers**

"Spotlighting customers can be a successful selling tool, too," points out Bud. "Buy for their individual needs and tastes — make custom purchases for your members. Then, give a specific customer a phone call when you have an item you think would interest him. He'll appreciate the extra service."

Besides the traditional golf supplies, Bud stocks an increasing amount of sportswear. Sales in this department are up 15 to 20 per cent over two or three years ago. During the winter months, club members even can purchase topcoats from Williamson. Since the shop is located just off the men's lockerroom, Bud has found a ready market for men's shaving creams, soaps and cologne.

"Women are buying more," Bud says, "because they now shop more on their own. Our lounge area is a popular gathering spot for the ladies and this helps our sales. As sales to women have increased, we've devoted more attention and space to their needs. My wife, Cecelia, and Barbara Stempski, one of my sales assistants in the shop, handle the distaff department. They both have a sharp eye for new trends in ladies' sportswear and equipment."

#### **Don't Give Them Away**

Commenting on his trade-in policy on used clubs, Williamson says, "I always allow a little less than I think I can realize on re-sale. A pro has to make up his mind

## **Cantrell Tells Why PGA Pulls Out of Palm Beach**

In announcing the PGA's decision to vacate the 36-hole Palm Beach Gardens, Fla. golf project on May 1, Warren Cantrell, the pro organization's president, declared that it is five months behind schedule and no action is being taken by the contractor to bring it to completion.

The decision to leave Palm Beach Gardens was made in mid-April following a series of fruitless meetings of the PGA executive committee with John D. MacArthur, owner and developer of the project.

In a letter to MacArthur telling of the PGA's intention to vacate the property, Cantrell cited the following contract violations:

The course watering system is unworkable and inadequate;

A number of details of clubhouse construction aren't completed;

Halfway houses aren't completed and nothing has been done in recent weeks to bring them to completion;

Landscaping of the course and clubhouse area is not adequate and not in conformity with the terms of the contract;

The basic soil structure of the greens is not in keeping with specifications;

Neither the course nor the clubhouse has been approved by the architects employed by the PGA to make final acceptance.

The PGA has been using the two Palm Beach courses and the clubhouse since early in 1964 at the invitation of MacArthur. However, it never has taken formal possession of the project.

The property was scheduled to be turned over to the PGA last November, but delays in construction and legal wrangling caused an indefinite postponement of the transfer date.

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to realize some profit on used equipment. The market for trade-ins at Lincoln is my out-of-state customers, and those who don't belong to the club."

A pro's appeal to his members depends to a great extent on the extras he's willing

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