

possible, say the salesmen and pros.

• Now for some of the comments on appearance. Do they apply to your shop?

Not enough effort in keeping shop clean, dusting stock, sweeping floors.

Merchandise isn't kept clean and dusted and arranged in orderly fashion at all times.

A clean carpet is a "must" in a good pro shop.

Worn rugs or runners cheapen the looks of everything in the shop.

Dirty glass counters are inexcusable; the pro and his assistant are at the counter often enough to see that it always is washed or dusted and that whatever merchandise there is on the counter is neatly arranged.

No order—the shop looks like it was thrown together.

Dusty, dirty and broken display boxes. Sloppy arrangement.

#### What's This—A Pawn Shop?

Some pro shops have appearance of pawn shops.

Golf ball display cases too frequently are covered with miscellaneous merchandise, lesson books, starting time sheets, car or cart books, scorecard-and-pencil holders, etc. The potential buyer can hardly see the balls in the case.

Pushing aside instead of dusting and re-arranging seems to be the custom in some shops where the pros always are saying business is lousy.

Good shops are cleaned thoroughly a couple times a day; the fair ones are cleaned a couple times a week and poor shops a couple times a month.

#### Reflects Pro's Attitude

Unattractive appearance of shops in most cases can be summed up in the word "carelessness." Unfortunately the shop appearance may reveal the pro's attitude toward other aspects of his job.

Many shops could be made attractive if the pro or a capable assistant took time to work at the job.

Some people hesitate to handle clubs because of the dust on the grips and heads and boxes they're displayed in.

Many shops need attractive floor covering or even a fair-sized clean piece of carpeting on which a shopper can set

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## House Bill Would Remove Club Dues Tax in 1966

Included in the excise tax bill, passed by the House and sent to the Senate on June 1, was a provision for removing the 20 per cent tax on club dues, fees and assessments, if in excess of \$10. The excise reduction would become effective as of Jan. 1, 1966. Rep. Broyhill (R., Va.) protested the delay in removing the dues tax, saying prospective members of many clubs are holding off joining until the tax is removed.

The National Club Association, 1522 K. st., N.W., Washington, D.C., has coordinated the drive to get the club excise tax repealed. In recent months, working with the CMAA, it has gotten more than 5,000 club members throughout the U.S. to write to their Congressmen asking that favorable action be taken on the excise tax.

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clubs while he is examining them.

Bags are displayed out of the reach of possible buyers and are allowed to get dirty.

Not many pro shops are correctly lighted to show merchandise most attractively.

#### Some Items Are Buried

Too many fast-moving items are buried in show cases and made hard-to-get-at instead of being in open display.

Cluttered arrangement with no eye-catching display as one walks into the shop.

Too much pegboard instead of avoiding monotony by making balanced and effective use of this display background.

Lack proper fixtures for correct, interesting display.

Should have a few chairs to create an inviting and comfortable look of a shop where there is no high-pressure selling but pleasant buying.

#### Color Scheme Neglected

Very little attention is paid to the color scheme.

Too much stock in the wrong places.

Club display located in a place where shopper is not encouraged to handle the clubs.

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