



**Carlyle Golf Club Quarry Tile...** combines the beauty and durability of ceramic quarry tile with rippled non-slip surface. In a variety of rich colors, 6" x 6" x 1/2" in size, for new floors or resurfacing. Contact your ceramic tile contractor or write direct. **The Carlyle Tile Company, Ironton, Ohio; or Jordan Tile Mfg. Co., 909 Railroad St., Corona, Calif., 91720.**

**MOSAIC**®

## Clutterbug Selling

*(Continued from page 44)*

Dirty floors and ash-trays.

Dirty window glass.

Shop needs to be departmentalized: clubs, bags, apparel, shoes, women's department, hats and caps, putters and wedges, etc., should be displayed in separate areas. In most shops only the balls are in one convenient area and that often is cluttered by a lot of slow-moving specialty merchandise.

### Apparel Is Scattered

Sweaters, shirts and sox taken out of packages by members are left scattered around to become shopworn and make the shop look trashy.

Too much stock is indiscriminately displayed because pro does not happen to have storage space.

Poor buying revealed in overloading sales room with slow-moving stock.

Too often we see summer shirts still piled high on shelves in boxes in mid-June. Then, when a good selection of them eventually is put on display, the sizes

quickly are jumbled so the shopper has to go on a "lost ball hunt."

Look over your shop with those observations of authorities in mind. If you do not find some constructive and profitable suggestion in the comments of men who have inspected many pro shops, you and your assistants may consider yourselves and your shop exceptionally good.

### Four-Year Dry Spell

According to the U. S. Weather Bureau, the region from Maine to Virginia and as far west as the Appalachians is undergoing the most severe moisture deficiency that has been recorded in the 60 years the Bureau has been checking on drought conditions. The dry spell started in 1961 and has continued practically unabated since that time. There are numerous dried up reservoirs in the Eastern coastal area, millions have been spent in irrigating crops, and many people have lost their jobs due to the prolonged drought. The Weather Bureau gives no indication as to when the long dry spell may be expected to break.