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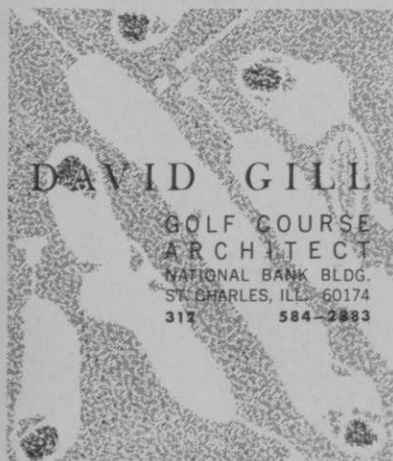
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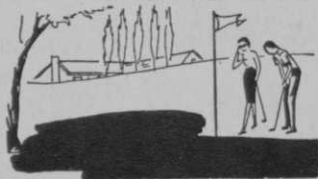
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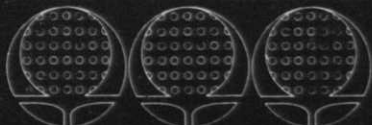
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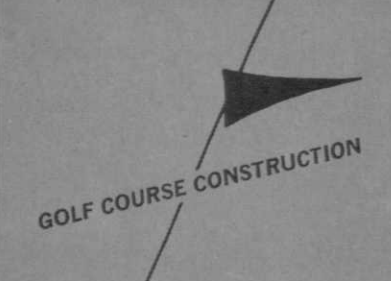
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## Merchandising makes difference

Continued from page 37

As part of his shop's glove merchandising strategy, Mr. Thomas stocks three lines, with the lion's share of the business coming from the middle-price range glove. This policy is determined by what he feels is filling customer wants—he takes the time to find what it is his customers want in gloves, and that's what his shop stocks. Accessory lines at City Park are those that find favor with golfers. If a line fails to get approval it is soon discontinued.

No item in the entire inventory of the shop is taken for granted, including gloves, and it is knowledge of the product keyed to a sound selling job that makes it possible for the shop to do so big a job in glove volume.

Selling gloves, Mr. Thomas and members of his staff stand ready to point out to a customer the advantages of the gloves they stock. The Edmont-Hill glove is the shop's big seller in the middle-price range, and each staff person is ready to tell a potential customer how the impregnated vinyl palm prevents club slippage in wet or dry weather or the fact that the glove does not become slick or slippery may also be brought to the buyer's attention.

Golf accessories can be a profitable item for pro shops, and Mr. Thomas handles almost all of them, many made by Edmont-Hill. "Displaying a complete line of good products has really paid off for us. It just makes good sense," he concludes.

It is these irrefutable facts of economic life that has made Mr. Thomas aware of the need to accent the positive. With the number of golfers increasing by leaps and bounds, pros across the country will be confronted with the necessity of stepping up or enlarging their operations. In light of this continuing trend club pros must constantly be on the lookout for ways to upgrade and improve their business. □

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