

9 hints for merchandising apparel

"Merchandising" might sound like Course 101 in the school of retailing (and well it might be), but don't consider it merely in a scholastic sense. Good merchandising is an integral part of running a good pro shop, and its influence should not be underestimated. Take a look at the following merchandising suggestions. How many of these do you incorporate into your shop? GOLFDOM suggests you put into practice these ideas for a better and more efficient shop.

1. Suggestive Displays. The golf pro shop is a specialty shop. The consumer comes to buy from you because he desires advice and reassurance that he is making the best possible purchase. Help him by suggestion. Put on display several entire outfits and include shoes, socks, slacks, shirt, sweater, glove and hat for men, and shoes, socks, pants dress or separates, hat and glove for women. Change these displays often. A new display each week could easily become a tradition and a traffic builder.

2. Color Coordinate. You can actually color coordinate your open shelves and racks. Place different hues of the same color near one another. Put bright colors together and work your way down to the neutrals. With this arrangement, not only will you find the brilliant colors setting off each other, with the neutrals forming a soft contrast, but you'll have an easier time helping your customer select his color preference.

3. Decorative Signs. Take advantage of wall space in your shop

by hanging signs to suggest gift ideas or to advertise specials, sales and new items. Print clearly and add artistic touches, if you're able. Change these signs regularly. And by all means refresh your permanent signs before they yellow, wrinkle at the edges or peel off the tape.

4. Hidden Persuaders. Encourage impulse buying by placing small items near the cash register. This is the perfect place to tempt your customer with attractive novelty items and jewelry or to remind him that he could use extra balls or another glove.

5. Club Loyalty. Take advantage of club loyalty and display items stamped with your club's insignia. Glassware, decorative blazer crests and other items bearing the signature of your club are excellent gifts from one club member to another. Suggest these items to competing foursomes as focal points for bets.

6. Neatness Counts. Create a good impression and earn additional respect with a neat shop. You'll be surprised at the favorable response a well-organized shop has on your club members. Don't leave shoe horns and shoe measuring devices lying on the floor. Use hooks to hang these and other such items on your walls. Pencils belong in a cup or container and not lying or rolling on your counter. Select a permanent position for a blank pad, readily available for your use and the customer's to make easy work of messages, special orders and reminders. Shoes and stock should have a system within their arrangements. Sales items

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Spiral shirt displayer from Munsingwear, Inc., is an example of helpful merchandising aids available to the pro.

For pro's only

Some big parties for old timers: *Danny Williams*, 50 years as pro at The Knolls, Shackamaxon and Crestmont in N.J. was a party boy with his pupils and members hailing him . . . *Julius Boros* was honored at a couple of affairs at Fort Lauderdale; one after he won the PGA and one this winter put on by Robert Trent and Ione Jones and their playmates . . . Another one for *Milfred (Deac) Palmer*, 44 years pro-greenkeeper at Latrobe (Pa.) CC.

Woody Laughinghouse retired after 40 years as a Miami (Fla.) municipal golf official. He and the late Ed Burns, Miami Herald sportswriter, kept campaigning until they brought the Miami area back into big time tournament golf . . . *Jack Koefed*, former sports writer in Philadelphia and New York, now general columnist in Miami, also has been highly effective in developing a big revival in golf real estate and golf tournament development in south-east Florida.

Ed Ginther, pro for Hercules CC, Wilmington, Del., since it started 31 years ago has retired at age 65. His assistant *Herman Schneider* succeeds him.

Al Yates, now pro at Furnace Creek GC, Death Valley, Calif.

He was assistant at Barrington Hills (Ill.) CC . . . *John Gerring* pro at Deerwood CC, Jackson, Fla., from Myers Park, N.C.

Bruce Herd, prominent as a pro at South Shore and Flossmoor in the Chicago district for years and now retired, discovered in his files a Chicago Daily News article covering the 1926 National Golf show at Furniture Mart, Chicago, in which *Joe Kirkwood* was featured. The Illinois PGA had a booth in which Bruce, *George Know*, *Alex Law* and other expert clubmakers were making woods and shafting *Stewart* and *Nichol* irons. There was a picture of a clinic of clubmaking notables in which *Stewart Gardner*, *James Herd*, *Charles Martin*, *Al Espinosa*, *Willie Hunter*, *Phil Gaudin* and *Bill Stuppel* appeared. During the show there was a dinner of amateur and pro veterans of Chicago golf. In 1926 around Chicago there were an estimated 100,000 golfers. The Daily News had a woman golf writer, *Fayette Krum Mulroy*, on its staff. At the Golf Show a fashion show with debutante models was put on as a hospital benefit.

Harold Kirk, pro at Schiffer-decker municipal course, Joplin, Mo., says slow play problem is compounded by increasing popularity of golf. Making play faster is now a major problem of public

course management, according to *Kirk*. He remarks that complaints of players about following golfers driving into them probably indicates that players ahead are playing too slow and need pushing. While the two groups are mauling each other following pastimers should be allowed to play through.

SM Sgt. *Bill Lawrence*, pro-manager, Scott Air Force Base, Ill., for the past three years has been reassigned overseas and has been succeeded by Sgt. *Jack Anderson*, formerly manager, Clark GC in the Phillipines. . . *Bob Howell*, owner of Golf Mart, golf pro equipment and supply dealer in Detroit's suburban Birmingham, recently was featured in a picture story in the Southfield News. Bob, an automobile dealer in Saginaw 20 years ago, sold that business and started the Golf Mart where he now is doing a big volume. Howell has been a director of the Michigan GA for 37 years, its tournament chairman 17 years and treasurer 18 years. For 31 years he's made up the Michigan GA tournament schedule. He was Plum Hollow CC champion five years and still scores well.

Rex Cole is now pro-manager of the Painesville CC, Painesville, Ohio. Previously, he was an assistant pro at The Kirtland CC, Willoughby, Ohio. □

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can be effectively and neatly handled in a large wicker grab basket.

7. Keep Files. The advantages brought about by maintaining good filing systems cannot be overstressed. Inventory files should be kept up to date. You should be able to tell in a moment's notice exactly what you have in stock, what can be reordered, etc. Also start a personal file with a separate file card for each customer. On each card list every purchase (indicate color and size) and the purchase date. Also keep a record of the customer's sizes in every item from shoes to hat. This will serve as a helpful guide to others buying him a gift. If you're really in tune, note lightly in pencil the

items in which he has shown interest. These pencil marks will provide possible gift suggestions for his "I don't know what to buy him" friends and family. You might quickly become the clever source of all great gift finds.

8. Finishing Touches. Add brightly colored paint to your shelves, walls and old wooden cabinets. Keep a vase with fresh flowers (nothing fancy—simple seasonal varieties will do) on your counter. Far from being overly feminine, these flowers will add a warmth and friendliness to your decor, as well as show your own personal interest in your shop. Keep an eye out for novelty structures you might use as display racks.

9. Be a Salesman. Take a personal interest in each club member. Show him personally new items you have in stock. Get his opinion. Ask him for suggestions, and if they're good use them (and show him that you have)! Remember what he likes and dislikes in the way of color and style. Also try to remember what he wears around the club. It'll help him decide what shirt to buy and make a good impression if you can remember what color slacks he has.

Your club member needs you and your advice. But you must win his confidence. These merchandising hints should help you achieve this—along with increased sales. □