

Merchandising makes the difference!

A very routine item like golf gloves can

be turned into a real volume and profit item with the right sales approach

Competition from retail outlets has continued to make inroads on the club pro shop, and the pro must seek new and better ways of selling his merchandise to keep abreast of this increasing competition. This stepped-up activity from other outlets makes it necessary to seek out areas in which the pro can enlarge his current share of business or add to existing lines.

Accessory sales represent a large part of total pro shop volume and are a segment of pro shop business from which the club pro can extract the much sought after additional revenue.

Throughout the country challenging courses and new, modern facilities invite more and more golf play and induce more people to take up the game. In order to insure his continued financial success, the club pro must find the methods of transforming this increased traffic on the fairways into sales in the pro shop. City Park Golf Club of New Orleans, La., pro Henry Thomas has refined his shop's accessory sales to the point where they make a major contribution to overall sales volume and profit.

Mr. Thomas feels that the basic economics of the pro shop haven't changed markedly in the 35 years he has been operating a pro shop. The need to derive greater dollar revenue from items traditionally associated with golf came forcefully home to Mr. Thomas when his operation was shifted from an older, smaller clubhouse to a newer, larger location in 1967. With the increased size and customer traffic Mr. Thomas had to up his staff of three to eight.

This pointed to one of the biggest problems confronting the

club pro in golfing today. For Mr. Thomas' operation the attendant costs of increased size of operation and staff have not yet witnessed a proportionate increase in sales and profit that would be reflective of a larger operation. In effect, Mr. Thomas had to run a lot harder just to stay even with the profitability his shop showed when it was located in the old clubhouse and considerably smaller. Thus far he has managed to retain this profit level and looks to an increase as the growing pains of the new operation are solved.

Working in the direction of greater profitability Henry Thomas has developed his shop's accessory business to a high degree, in particular the shop's golf glove business. Golf glove sales contribute much more than their fair share of sales volume to City Park's pro shop. The City Park pro shop handles a full

range of equipment from clubs to balls including shoes, hats, caps, clothing and miscellaneous items. But none contributes as much to profit as gloves which are a small percentage of the shop's overall business.

The City Park pro shop does more than \$6,500 a year in glove sales, slightly more than 5 per cent of total volume. This surprisingly large amount of revenue is generated within a relatively small amount of floor space—the pro shop has only 15,000 square feet of sales floor.

Mr. Thomas points out that in order to do so large a volume in one item, good display and sound merchandising techniques are needed. The glove section in City Park's pro shop is an eye-catching display, positioned near the door and easily seen by anyone entering. This adds to glove sales by creating impulse buys in addition to regular sales.

Continued on page 110



Pro Henry Thomas stands ready to show a customer any of the gloves he stocks. The glove display at City Park complements other displays in the shop.

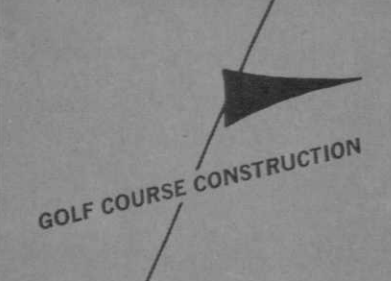
Cut this COUPON!
Learn to Cut Out worry
and Down on
grass cutting costs!
Send Coupon
today.



Send me **FREE Literature**
on **Locke REEL MOWER**
... and also on Devere-Locke rotary and
Manco-Locke highwheel mowers. I'd like the
name of closest dealer too.

(name) _____ (street) _____
(city) _____ (state) _____ (ZIP) _____
Locke Mfg. Cos., Inc. 5620-L MacCorkle Ave., S.W.
South Charleston, W. Va.

For more information circle number 223 on card



GOLF COURSE CONSTRUCTION

the **wadsworth** company
VAN DYKE ROAD, PLAINFIELD, ILLINOIS 60544
PHONE AREA CODE 815-436-6648

For more information circle number 152 on card

**from
Plans to
Play**



**COLONIAL GARDENS
GOLF COURSE CONTRACTORS**
write or call: W. W. Ullman, Consultant
COLONIAL GARDENS INC.
P. O. Box 435 • Marietta, Ohio 45750
Phone — 614 373 2188

For more information circle number 179 on card

Watch out for the Other Guy.



Published to save lives in cooperation with
The Advertising Council and The National Safety Council.

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. □

LUCKY BUCK SOLID GOLF BALLS

Full (1.68" Dia.) Regulation Size
Direct "Factory" Wholesale Prices
F.O.B. North Aurora, Ill.

- B-1 LUCKY BUCK (12 doz. min.) \$3.60 doz.
- B-2 YOUR PRIVATE LABEL (20 doz. min.) \$3.60 doz.
- R-1 SOLID RANGE BALL (25 doz. min.) \$2.85 doz.
- R-2 SOLID ECONOMY RANGE BALL (25 doz. min.) \$1.85 doz.
- M-1 MINIATURE GOLF BALL (assorted colors) \$2.00 doz.
- T-1 TEES, PLASTIC, UNBREAKABLE (35M min.) \$2.10M

SAMPLE ORDER 10 BALLS (2 of each)
Postpaid \$2.00
(Remittance must be with order)

BUCK MFG. CO. — 312-897-7993

109 Pierce St., North Aurora, Ill. 60542

For more information circle number 191 on card

TAT

GOLF COURSE SIGNS

**Extremely smart looking signs
with self fastening stakes.**

**Signs 50c & 75c
Stakes 25c & 30c**

**Shipped in 24 hours
Write for Free Brochure**

**TAT GOLF SIGNS
BOX 1, DUNEDIN, FLORIDA 33528**

For more information circle number 182 on card

COMPLETE GOLF COURSE CONSTRUCTION

Also rebuild, move tees and greens, install watering systems.



**IBERIA
EARTHMOVING SERVICE, INC.**

IBERIA, OHIO • Ph. Galion, O. 419 468-5454

For more information circle number 178 on card

IRRIGATION SYSTEMS

Fabulous Glass Fiber Pipe

Twice the strength

Half the cost

Plans - Estimates - Construction

NELSON IRRIGATION CO.

814 Berlin St., Waupaca, Wisc.

Ph. 715 258-3914

For more information circle number 266 on card