

"1977 HAS BEEN A LOUSY YEAR FOR HARD GOODS"

We've heard this said by many suppliers and many pros this year . . .

Suppliers say it's so . . . "because their sales forecasts were too optimistic" . . . or because "there are too many manufacturers in the market today" . . . or because "play is down this year."

Pros say it's so . . . "because of the discounters" . . . or because of "unrealistic pricing practices by suppliers" . . . or because of "dumping outside of the pro shop market."

Fact is, there's some truth to each of these tales of woe, but this is the negative market feedback (which you'll find in most any industry).

But let's look at the positive side of the golf business, because it's a fact there are some successful hard goods manufacturers this year as well as some very successful golf shop businesses. What's their secret?

Simple! They merchandise themselves. They merchandise the uniqueness of their products and/or services and they work hard at it everyday.

We've talked with these industry leaders . . . we've listened . . . and we've created a product for you that can help make you a more successful hard goods merchandiser in '78. It's called Equipment '78 . . . and it's on the facing page. It's designed as a customized merchandising piece for you. It talks about fitting clubs, repair and maintenance, etc. . . . the special skills and services you offer that give you an edge over your competition.

We hope you'll take advantage of this opportunity to merchandise '78 equipment lines to your members/customers . . . See page 2 of the Equipment Supplement for additional details.