

from such visits will be a decided aid to him in merchandising as well as in buying.

During the past summer we heard a successful young pro tell of the methods of one of the well-known Scotch factories making iron heads. The pro had visited this plant during his previous winter's vacation and brought a number of heads home with him. This little talk, made off-hand to a group of three or four members, was passed around in locker-room confabs, embellished and enlarged, for the fellows who recently had been put "in the know" were anxious to show off their wisdom. The next time we visited that club, the pro told us he'd sold the last of the heads he had brought back. The incident was one that vividly showed how a pro could boost sales by telling members that he picks the best and why he picks the best.

Work on every angle of capitalizing your name and you'll not only find sales a lot better, but you'll knock out all department store competition big enough to be noticeable.

## Make Pro Partner of Santa Claus

ALTHOUGH we know nothing of the circumstances of the case described in the quoted paragraphs following, we are printing the story as sent to GOLFDOM by a western correspondent, and making some comments of our own relative to the position of the pro in the case.

The article, as sent us, reads:

"A golf club officer who believes in seizing every opportunity between seasons to keep golf interest keen is \_\_\_\_\_, Secretary, \_\_\_\_\_ Country Club, \_\_\_\_\_, Colorado.

"He sent a letter the middle of December to the wives of all \_\_\_\_\_ Country Club members. He suggested golf equipment and novelties for gifts. This was his letter—

"Dear Madam:

"During December I imagine that wives of men are pretty much like husbands of women. They rack their brains in an attempt to arrive at suitable gifts to present on Christmas eve!

"Men are generally fed up on socks and ties. While the old boy may smile and act happy when presented with a tie of many colors, down deep in himself there is likely to live a feeling different from that which his actions attempt to show.

"So, as Secretary of the \_\_\_\_\_ Country

Club, it occurs to me that I should be able to assist you. Your husband likes golf. I feel sure that to him an item of golf equipment will mean more on this Christmas morning than anything else you could select for him.

"I offer this merely as a friendly suggestion, hoping to aid you in the selection of a gift that will carry happiness to him.

"The \_\_\_\_\_ Sports Store and The \_\_\_\_\_ Hardware Company both carry complete lines of things for the golfer that I know he will like for Christmas.

"With best of wishes for a very Merry Christmas and a Happy New Year, I am,  
Sincerely,

\_\_\_\_\_  
"Secretary."

"Using a large display advertisement, headed "Thanks, \_\_\_\_\_", The \_\_\_\_\_ Sports Store, mentioned in the Christmas golf letter, reprinted it in a large newspaper advertisement.

"A noticeable influence on purchase of golf supplies for Christmas gifts followed the letter."

So much for the yarn as submitted. Now here's GOLFDOM's reaction:

The golf club whose official wrote the letter obviously is an adept sales correspondent and the results of his letter, so the testimony states, stirred up business for the stores handling golf equipment. It means that the business going to the stores was business taken from the club's own pro shop. Whether the shop was operated by the club or by its pro as part of his contract, the official's excellent sales letter diverted some golf sales from the club shop with consequent handicapping of the club's operations.

But what are you going to do about it when the club is closed around the Christmas shopping time? If the pro lives in town such a letter might direct purchasers to him and if he's on the job he ought to be able to make a goodly little profit around Christmas. In many towns it is possible to operate the club shop's selling quarters for a couple of weeks before Christmas and cash-in on the holiday shopping.

Pros will find their club officials in the holiday mood of helpfulness and if some effort and resourcefulness is exercised there is no reason why such expert sales help as that in evidence in the case cited above, shouldn't be allied with the pros' interests.