use for clubs and balls otherwise he could not produce results with his teaching. A pupil must be outfitted with clubs suited to their particular needs and only the pro knows what is needed. He is a much better employee because of the need of profits from golf goods to make up the difference between what the club pays him and a real living wage. There is no doubting the fact that the pro has the stores worried because all indications point to a nation-wide co-operation of our efforts to get more business and a better understanding with the manufacturers. The stores fear our power as a unit and are alarmed at the forward steps taken lately by the pros.

Prepare for Work Ahead

"If the pros elect a paid manager and organizer at their meeting in Atlanta next month, and I think this will come to pass, we will be in a position to launch a program in keeping with our position in the golf business and to take care of unjustified attacks on our characters which seems to be the favorite sport of store keepers and some manufacturers' representatives. This is the lowest form of propaganda possible and it shows to what depth a group of men will sink in the hope of gain. They would sacrifice the good name of all the pros in the country in the hope that by doing so they would get our business. Then they ask "why not 'co-operate' with them?"

"Manufacturers of the poorer grades of golf goods like to sell the store better than the pro, not because of the incorrect opinion that the store is a better risk. It is because the store is less exacting in demanding quality and the risk is lessened of having goods returned. In other words the store is used as a dump mainly because the store owner does not know the business nor the requirements of the customer.

"In conclusion I wish to say to the charge that the pro is a 'dirty competitor' that we would never stoop to practices of some sporting stores although we do have the whiphand. It is evident from the recent article in *Sporting Goods Illustrated* that we have nothing to fear because such an outburst is born of ignorance of the position of the pro in this field."

Plan Help for Pro Gift Sales

CHRISTMAS is getting to be one of the big times of the year for golf goods sales, but instead of being an asset to the pro, it is a decided liability lots of the time. In California and in the South, the pros who have their shops open during the holiday season are in good shape to catch the golf gift business. In the rest of the country, the boys have to step lively and use their heads or they are beaten out of many sales the stores make to their members.

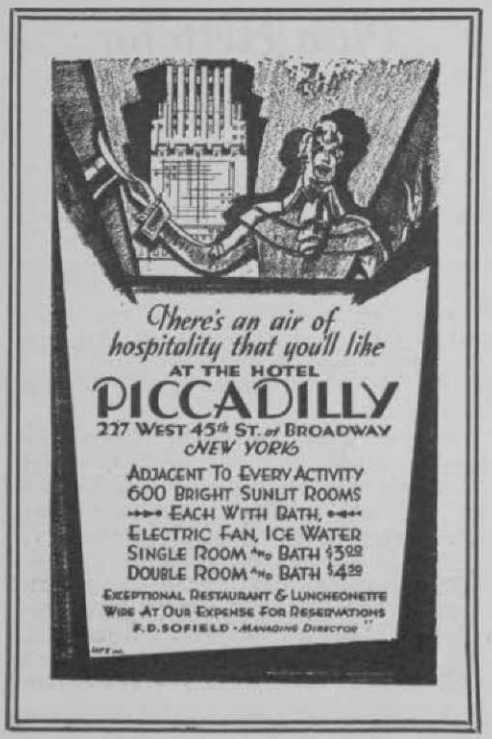
In years past, GOLFDOM has reported the Christmas-time sales activities of professionals who stir up members' business by mail and telephone. The women are good prospects for this sort of work for they will marshal the family and buy a set of matched clubs for the husband and father. In working on this angle of business, the telephone has been found to be the best bet. The boys who work it make it a point to discuss the golf gift requirements over the phone and then drop around to the home or office with samples of the clubs that are judged most suitable.

The fellow who is working in a winter school around Christmas time will find that it pays him to get some of the Christmas spirit in the decorations of his windows or stock. In the case of the man whose shop is open during the winter, some holly and similar decorative treatment, together with a few signs of Christmas shopping suggestions in golf goods at various prices, will remind his members that they don't have to roam in doing the buying of Christmas gifts that are certain of a delightful reception.

Protect Against Sales Loss

So many professionals find to their regret that their members have gone heavily into Christmas golf goods buying that they are planning this year to get their due share of this business. With Christmas coming just before many of the Northerners leave for winter and spring vacations in warmer climes, the Christmas golf gifts have a timely utility value. Especially do the more expensive golf bags get an interested reception from golfers at this time.

Manufacturers are beginning to take steps to stir up this Christmas business for the pros. Figuring that the low price of



their product, its certainty of a welcome by any golfer, and the good margin of profit for the pro all combine to present a good Christmas sales leader for the pro, the Nieblo Mfg. Co., makers of the Reddy tee, this year introduced a Christmas package of $1.00 worth of Reddy tees. Nieblo is suggesting to the professionals that they circularize their members with the following letter, which, they believe, will not only help the pro to sell Reddy tees, but aid him in selling other golf merchandise for gift use.

Stir Up Sales by Mail

The Reddy tee letter for the pros' use reads:

Dear Member:

Soon you will find yourself bewildered by the Christmas shopping problem. Most men buy Christmas presents like women get prizes for their prize parties: if you can guess what it is, or if it's good for anything, a woman thinks it is not the right kind of a prize.

I'll help you whip this Christmas present business into shape with golf goods. Starting with the handsome Christmas box of Reddy tees at a dollar, I have in stock, ready for delivery at your office or home, anything you want in golf goods. You can't go wrong on golf goods from the pro shop. I have too much at stake to give you anything other than the best and most suitable merchandise. Everyone puts a premium on pro shop goods, valuing it much above the random job lots of golf merchandise sold at places where golf is just a sideline.

These Reddy tee Christmas packages, for instance, you can give in quantities to your friends, employees or customers. They have a dollar's worth of these famous tees in them and the box is a fine looking job in the golfer's Christmas spirit. From this on up to a matched set of clubs for Her Highness, I can furnish you with exactly what you want.

Let me know when it will be convenient for me to drop around at your office and talk over this Christmas shopping. Then I can get a good idea of just what you want and can bring around some samples, if you like.

Hope that you and yours will enjoy a grand Christmas.

With best wishes and thanks to you for the business and good will you gave me in making my season at the club a very good one, I am,

Sincerely,

No Experiment

Experience of another manufacturer shows that the golf Christmas present is well worth pushing. The Wanamaker people, who have previously pushed a Christmas package of a dozen balls with a putting disc attachment, again announce that this Christmas package is available for delivery to the pros. Wanamaker's suggest that the pro orders be placed early for the supply is limited.

Illinois P. G. A. Adopts Pro Creed

ILLINOIS Professional Golfers' association has adopted what it calls the Illinois P. G. A. creed, consisting of certain elementary principles of professional business practice. It is the intention to supply wall hangers with this creed for display in pro shops of the members and to use smaller cards bearing it for enclosures in communications to club officials, manufacturers and others outside the association.

The Illinois doctrine runs as follows:

My professional rating depends on my sportsmanship and business integrity. That each of us may agree and live up to the "rules of the game" in our business, my fellow members of the Illinois Professional Golfers' Association and I have set forth the following principles of practice to which we unanimously subscribe.

One: To promote to the fullest extent golf's contribution to the joy of living.

TWO: To so conduct myself and my business that my profession will be honored for its personnel and principles.

THREE: To progress each day in my ability and spirit to work and think for the good of the game, which is my own good.

FOUR: To serve and advance my club and its each member that I will be considered a valuable asset to my employers and deserving of their cordial good will and fullest patronage.

FIVE: To conduct my business relations with my members and sources of supply so I will maintain and extend my profession's position as the logical bond between the pleasure of the player and the prosperity of the manufacturer.

SIX: To bear in mind always my obligations to my brother professionals in our aim of collective advancement, progress of the game, its players and our clubs, and in the protection of the respect and other rewards golf and golfers present to the truly representative professional.

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