

Seattle Pros Pioneer with Group Newspaper Ads.

A GOOD part of human progress is due to the fellows to whom the rest of us pass the buck. The man at the end of the receiving line gets tired of listening to "let George do it," and then starts something himself.

That's how the first co-operative advertising campaign that we know of started. The credit for being the conductor of this trail blazing campaign goes to Fred J. Henwood, secretary-treasurer of the Pacific Northwest P. G. A. and pro at the Rainier G. C., Seattle, Wash. To Henwood, and to many other thinking professionals, the idea persisted that if a store gets returns from its newspaper advertising, the pros, working together, also should benefit from a campaign. He approached some of the boys in the Seattle district with the result that Art Eckhout, Joe Jefferson, Bill Hanley, Bob Johnstone, Walter Pursey, Frank Rodia and Danny Walker joined with him in sharing the expense of the newspaper space. The copy runs about six inches deep and one column wide and features the importance of having a competent profit clubs properly to buyers instead of letting the important function of the club selling be in the disinterested hands of a casual stranger.

Many favorable comments have been heard on the enterprise of the professionals in grouping for newspaper advertising and if enough of the boys at present in the campaign or desirous of getting in, are willing to make the long haul investment required by a sound advertising campaign instead of expecting slot-machine action, the campaign will be continued.

The campaign has received national recognition from advertising and newspaper trade papers, as well as from golf club manufacturers. Much complimentary comment has been made by advertising experts who also are golf "bugs" on the fact that the pros have such complete confidence in the strength of their selling story that they are willing to stake some of their well earned dough in putting their case before the public. A co-operative advertising campaign under the most favorable circumstances, with staunchly financed and seasoned advertisers as units is

Let the Pro Select Your Golf Clubs

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IN the equipment of the player for the game of golf the choice of clubs is the most important thing of all.

Then why leave so vital a thing to a casual acquaintance?

We, the following professionals of Seattle, stand ready to prescribe for your golfing ills at not one cent charge for our services.

May we show you our celebrated *Buchart "seeds," all hand-made, and our line of P. G. A. irons?*

ARTHUR BECKHOUT, Olympic Golf & Country Club.

WILLIAM HANLEY, Sand Point Golf Club.

FRED HENWOOD, Rainier Golf & Country Club.

JOE JEFFERSON, Jefferson Park Golf Club.

ROBERT JOHNSTONE, Seattle Golf Club.

WALTER PURSEY, Ingwood Country Club.

FRANK RODIA, Broadmoor Golf Club.

DANNY WALKER, Overlake Golf Club.

WHO Picks Your Golf Clubs?

Do you let someone else equip you better than yourself to make the selection tell you "what you need" in golf clubs?

Short and long arms, short and long legs, fat and lean bodies—they each require their definite length of shaft and weight and lie of golf clubs.

It's our business as golf professionals to fit the player with proper clubs, clubs that feel right and that suit the individual's physical shape and style of play.

We sell the following four standard makes of golf clubs: P. G. A., Spaulding, MacGregor and Butehart.

FRED HENWOOD, Rainier Golf & Country Club.

FRANK RODIA, Broadmoor Golf Club.

ROBERT JOHNSTONE, Seattle Golf Club.

WALTER PURSEY, Ingwood Country Club.

CLEVE JEFFERSON, Earlington Golf Club.

ARTHUR BECKHOUT, Olympic Golf & Country Club.

DANNY WALKER, Overlake Golf Club.

These are two of the advertisements the Seattle pros used in local newspapers

tough enough to get started and keep going, but when it is done by men with very limited previous experience in advertising and comparatively restricted markets individually it becomes something well worthy of applause.

To the Seattle district professionals and to Henwood who got them together on this campaign, considerable credit from all other pros is due, as the Seattle campaign is a first class manifestation of how the pros are making their marks as alert and hustling business men.

Illinois P. G. A. at its annual meeting elected James Carberry of Shore Acres, president; Al Espinosa, Sportsmen's club, James Meehan, Riverside and James Wilson, Ravisloe as vice-presidents; Edward Gayer of Twin Orchards, secretary-treasurer, and Elmer Biggs, Peoria C. C., chairman of the tournament committee.