

With the MANUFACTURERS

ADVANCE work done during the latter part of 1929 on one of the pro business development activities indicates that 1930 will see a number of the pros using letters on a basis of steady schedule, logical plan and handsome appearance as an instrument for building good-will and business among their members.

It's been pretty much of a job for a pro to conduct a mail campaign for business and perhaps in years past they have not been fully awake to the opportunities for increasing their business in this manner. At intervals during the past two years probably a hundred have written GOLF-DOM for this magazine's staff to prepare for them sales letters to cover special occasions, but a concerted, steady letter drive has not been part of the pro merchandising picture. Possibility of the pros not taking to the idea with sufficient strength of numbers and with sufficient persistency, and the cost involved, may have had something to do with the letter campaign being passed up by manufacturers heretofore.

After looking into the situation the Wilson-Western organization decided to present to the pros a series of four letters, each printed on a letterhead made up especially for each pro and devoted entirely to his own business, with the only reference to the sponsoring manufacturer being the striking enclosures that are sent along in each letter. There is money, and a wad of it involved in staging the campaign, but since it's Wilson-Western's dinero that is bearing the brunt of the battle, the Wilson early conclusion that there would be no difficulty in placing it in the hands of a good-sized list of first-class pros has been amply warranted. A number of the P. G. A. sectional officials to whom the campaign was submitted upon the completion of all its details give it a hearty send-off and tied to it themselves. Thus launched, the campaign quickly attained an acceptance which James Ewell, Wilson's advertising manager, says marks it as the greatest co-operative pro advertising drive in the history of the professional golf business.

The letter series is confined strictly to the pro field. Its sole cost in money to the pro is that of postage, and its sole cost in effort is in affixing his signature

to the bottom of each letter. Each letter of the series is sent to the entire membership of the club whose pro signs up for the campaign. The pro's own return address, and nothing else, appears on the envelope. In each detail of the campaign there is a richness, dignity and deft sales push that is calculated to fit the campaign to its title, "The Pro's Own."

Naturally, the boys will be asking where the catch is. L. B. Icely, president of the Wilson-Western company, says there is none. The campaign is available to pros who can see it as a way to boost their sales and standing as operators of golf service stations. Wilson's, like the rest of mortals, not being in business entirely for spiritual uplift, undoubtedly expects to swell its 1930 volume of pro business as a result of "The Pro's Own" campaign, but Icely asserts that the main profit idea behind the offer is the normal expectancy of the reward that comes to those who help the pro to help himself.

The theme of the campaign is the projection of the pro's own identity and individuality. All of the copy is devoted to the pro's particular interests.

The first letter in the series plays up the value of the pro's knowledge of the member's game as a vital factor in fitting the right clubs to the player. This letter has in it a line that is especially worthy of mention, "Being a professional man, I cannot urge my services or merchandise upon you—I sort of have to wait for you to approach me on the subject." That ought to ease them into the shop nicely.

Plays Up Style Element

In the second letter there is featured the element of style in golf merchandise. It is written to get the player to check up on his clubs and bag and replace the old, worn and obsolete equipment with the stuff that's right up to the minute.

The third letter covers the sale of instruction and teams with a folder enclosure carrying a boost for pro instruction written by Ernest L. Heitkamp, golf editor of the Chicago Evening American.

Pushing matched sets by referring to the sharp-shooting pros considering clubs not as clubs, but as shots, is the work of the fourth letter. It puts in a fine sales story for the matched sets and at the same time gets across to the member the assur-

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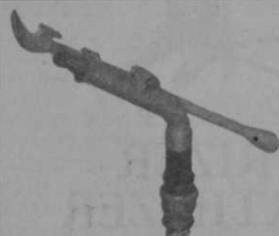
ance that inspection of the sets at the shop is not going to subject the member to a high-pressure and strong-arm sales effort.

Jim Ewell says the idea behind the campaign is to tie it up with the magazine advertising featuring the pro which went across so well for the company and pro trade during 1929 and which is being continued this year. Emphasis on the pro trade and an exclusively pro line are credited by the Wilson-Western officials with being prominently responsible for the organization's most profitable year in golf business.

The Why of Park Golf

"THERE are two good reasons for putting a golf course in a park outside of the fact that it is a popular sort of recreation. The first is the demand of the red-hot golf fan. He has a louder voice and a more persistent nature than the kids who want a beach or a big wide open lawn to roll and tumble on or the quiet elderly folks that try to escape the city by getting out and strolling through the park. The golf genus is usually so numerous and so active that it is in a position to "raise h—" if they don't get what they want. That's one good reason for pacifying them; giving them what they want.

"The other argument for golf is that it is a pay-play sort of a recreation and brings revenue. Just figure out the more than 75,000 rounds of golf played on the Denver municipal course in 1928, said course covering about 100 acres, and each of these players paying at least the 50c green fee! Why not turn all the park system into golf of some kind or another? It would be good business!"—Arthur Hawthorne Carhart in Sept. "Parks and Recreation."



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