

A feature of the pro advertising plan is a booklet that is furnished free in reasonable quantities to the pros, imprinted with their names. This book is for distribution to the pros' members. The book has much of lively reader interest on golf. There are some good playing pointers, a large amount of information on various tournament events, a golf glossary and other reading material that represents not what some advertising guy thinks golfers want to read, but what golfers really want to read as determined by a survey of the rank and file golfers, the lads and lassies who constitute the backbone of the pros' business.

One of the stunts in the campaign to which the pros have clicked in liveliest fashion in a series of monthly card releases telling of the trials and triumphs of a typical golfer called Joe Goofus. The illustrations show the hero of the advertising plot was not inspired by GOLFDOM's advertising manager, libel being avoided by the artist putting hair on the skull of the card character. These cards put the pro story across in nice shape. There is enough of a real-life slant to them to put Joe in the class of Andy Gump as a human interest character and the pro plug happily is not overplayed to the point where the casual reader of the card will get to the end of the first line and pass on thinking, "phooey, some more ad bushwah."

A number of pro authorities passed on the campaign before it was put into type and illustration and they have given it their critical endorsement as well as clapping hands at this latest and highly impressive indication that foresighted manufacturers are making the pros' market development the big factor in planning the growth of their own business.

ART PERKINS WITH BURKE

ARTHUR PERKINS, who was for many A years with Barrett, Hicks Co. at Fresno, Calif., is now connected with the Burke Golf Co. at the Los Angeles branch, 643 So. Olive street. He will cover the territory formerly traveled by George Shaw.

Burke's coast office reports: "There is a steadily increasing interest in golf in this section. We had an excellent business last year and to date all indications are that there will be a considerably larger volume this year."

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