

Cotton asked questions about the grip, swing, slice, etc. Letters to the station and comment on the street attested to the interest in the lessons.

Requests were made for air instruction on the spoon, midiron, mashie, niblick and run-up shots, so the Gordon instructions to Cotton were broadcast as a steady diet. Favorable comment from the rural districts showed that the program was planting the golf seed even where there were no courses.

Gordon says that broadcasting was great training for him as it taught him to instruct in concise and graphic words. The air spiels also helped him a lot out at the club because the members had confidence in him founded on the belief that he was an authority or he wouldn't be on the air.

One of the benefits Gordon attributes to the radio program was an increase of 1,500 rounds a year at his club, although the broadcasting was done well in advance of the golf season.

Push the Club Strong.

Gordon believes that one of the basic reasons for the success of the campaign was due to being conscious of the opportunity to benefit his club. Especially outside of the larger metropolitan districts is membership in a golf club considered a sure sign of substantial social rating.

Note how Bill plays up the value of membership in his club in the wind-up of the following message he sent to club members the start of this season. Here is the selling tale Bill told:

DEAR CLUB MEMBER:

I wish to announce that the Golf Shop at Sunnyside Country Club is now open for the season, where repairs for golf equipment can be made promptly, at reasonable prices.

You are entitled to certain privileges from the Golf Professional at your Club. My co-operation with you in any golf trouble is at your command and my service is cheerfully offered at any time in the selection of golf equipment that will prove beneficial to your game.

The new ball has proven of assistance to some players; and new styled clubs adapted for this large ball make it possible mechanically to improve your game.

Your patronage in the past is appreciated and I trust you may feel free to call on me again for any service I can offer.

Guaranteed golf instruction, as usual, will be by appointment.

A complete new line of equipment and accessories is now on hand in the Golf Shop selected from what in my experience includes the best obtainable for the least money.

Come out to your Club this summer and enjoy all the pleasures that Sunnyside Country Club offers.

BILLY GORDON,
Golf Professional.

PERSONAL SURVEY OF PRO FIELD SHOWS VAST ADVANCE

CONCLUDING the 1930-1931 trouping with the "Pros, Players and Profits" talking picture and pro business lectures, E. C. Conlin, sales manager, Golf Ball division of the United States Rubber Co., and his assistant, John Sproul, hung up a total of 47 pro sessions. The last showing was held at Providence-Biltmore hotel, Providence, R. I., before a record crowd of 700. Conlin travelled 18,698 miles and spent 106 days with the pro-U. S. show and Sproul, 12,600 miles in 61 days.

The talker feature and the "Pro, Players and Profits" plan, together with the P. G. A. membership selling talk that Conlin and Sproul presented, made a substantial contribution to pro merchandising education and was given a welcome reception by professionals and their assistants.

In commenting on the survey of pro merchandising made during the course of the tour, Conlin remarks: "The astounding improvement in pro selling and service made during the 1930 season has, I believe, no counterpart in other fields of retailing. Most impressive was the alert and receptive attitude toward sprightly selling ideas that the professionals now manifest. The great improvement in pro shop appearance, arrangement and display of goods was plainly responsible for a good part of the increase in pro business during 1930. Probably the most significant detail of our winter and spring tour with the current edition of "Pros, Players and Profits" was hearing so many professionals and assistants say that they had not begun to do more than scratch the surface of their potential markets despite the expansion of their business during the 1930 season.

"It was especially cheering to one who has spent considerable time at meetings of men in other lines to observe the sober and serious air of study that featured each of the sessions we presented. It is evident from the improvements we noted in pro shops and pro methods since the previous tour with "Pros, Players and Profits" that the most substantial part of pro merchandising progress has just begun."