

# Pros' Letters Give Members Sales Reasons That Make Business

By JOE GRAFFIS

**G**LAD NEWS is hereby being pecked out on the typewriting relic at which your humble servant sits. The pros are mastering, with strong high hearts, that difficult job of playing out of the sales rough. Judging from plenty of present indications, when the storm is over the pros will be in better shape than ever before and trained to such a point they can take full advantage of their battle through the depression.

Last summer it looked for a while like the fight was going to be taken out of a lot of the boys who wandered through the locker-rooms and heard important business men crying their eyes out. But the pros who rank as first class pros have escaped that dangerous influence and have made up their minds they are masters of their own destinies. They know their selling problem primarily is one of education. The work of educating they realize is up to them; club officials have troubles of their own.

Frank Sprogell, pro at the Kent C. C., Grand Rapids, Mich., defines the problems by saying:

"The average member at a club such as the one with which I am connected does not know that the club pays me only a nominal salary as a retainer. He does not know that I must pay my assistant and caddie-master. He does not realize that I must make my yearly salary in only a few months—that if I have an extra long period of rain in the spring season I have lost business in teaching that I can not possibly regain. These and many other angles I want to bring out in my little club magazine, the Pro-gram. Thus I hope to not only acquaint my members to know my position but get them to consider me first before purchasing goods elsewhere."

## Timely Reminder

Elmer Biggs, able young man with many years' service stripes as pro and green-keeper, informs the members of his club, Peoria (Ill.) C. C., in delicate and forceful fashion that there's no reason to be scared

by the popular old idea that the pro-shop is an expensive shopping place. Biggs brings out the gift shop element that is especially smart in view of the women's business that is growing around the country club. He signs off with a service paragraph that is a gem.

Read Elmer's epistle to the Peorians and you have an idea of the selling thought and effort that is bringing the good pros safely through the storm. Here it is:

*To Club Members:*

*Your Golf Shop is a Gift Shop, too.*

*Birthday gifts, bridge prizes, souvenirs for house guests—all can be cared for at your Golf Shop—and at prices surprisingly low when known quality and known trade names are taken into consideration.*

*For instance, the new 1.62-1.68 golf balls are from 25c each to 3 for \$2. Tumbledown hose, score pads, gloves, rubber grips, score clocks, club holders, rain jackets, golf club hoods, celluloid tees, garters, and many other items can all be had for a dollar or less.*

*In trifle higher priced merchandise umbrellas, sweaters, caps, knickers, trousers, leather jackets, ball markers, bags, hose, golf clubs or merchandise coupons may solve the "what to give" problem.*

*We are trying to maintain a stock of golfing necessities at prices "in tune with the times" and would, indeed, appreciate your remembering your Golf Shop when we can be of service.*

*The usual price of club cleaning, storage and maintenance has been \$1 per month. For those sets left in our care from May first to November first a credit of one month's service will be given free—in other words, this will be six months' service for five months' tariff. We hope you will take advantage of this offer.*

*And just one thing more. Will you please feel free to ask me for any suggestions, advice or pointers regarding the correction of any difficulties you may be having with any club in your bag? It will be a pleasure to help you. This is a gratis service*



Orville Chapin, pro at Midland Hills C. C., St. Paul, Minn., has his ball and accessory case located to smack them right in the eye when they come into the shop. Flanking this feature are the bag and apparel displays so that shop visitors are more exposed to selling influence of this merchandise, which frequently doesn't sell as fast as it should. Note price tags on the merchandise.

*to which you are entitled. I will enjoy seeing you hit a longer drive, a straighter pitch, and a truer putt just as much as you will enjoy making the shot.*

*Yours very truly,*

ELMER F. BIGGS.

"MAKE YOUR GOLF SHOP YOUR GIFT SHOP."

### Johnnie Tells 'Em

John Hackbarth, pro at Black Hawk C. C., Madison, Wis., gives the members a close-up on why he should have a good clean swing at the Black Hawk playing equipment business in the fifth paragraph of the following letter that went out to John's members on April 28. He wrote:

*Dear Black Hawk Member:*

*The good old golfing season is about to begin again. Black Hawk members are no doubt eagerly anticipating the joy and benefits to be derived from it.*

*I am ready to serve you again as usual in all of your golfing needs. I have a complete stock of the latest golf equipment such as the special Robert T. Jones matched iron and wood clubs put on the market for first time by A. G. Spalding & Bros. I will also carry the reputable Walter Hagen line of matched wood and iron clubs. These two lines of golf clubs are in*

*my judgment the outstanding ones this season.*

*If you are considering new golf equipment please consult your club professional. He is the one most competent to advise you right. Personal service given by the club professional in the matter of golf equipment is worth a great deal to any player. Occasionally where a set of clubs does not exactly suit a player after being used a short time I do not hesitate to give this player what best suits him. You cannot get this service everywhere. This is just a part of the personal service referred to in this letter.*

*Prices of golf clubs, balls, bags, etc., have been reduced considerably. For further prices see inclosed card.*

*As I am required by contract to carry a stock of golf equipment shall look forward to a special consideration, especially this year when you are in the market for golf necessities. My prices are as reasonable as you will find them anywhere.*

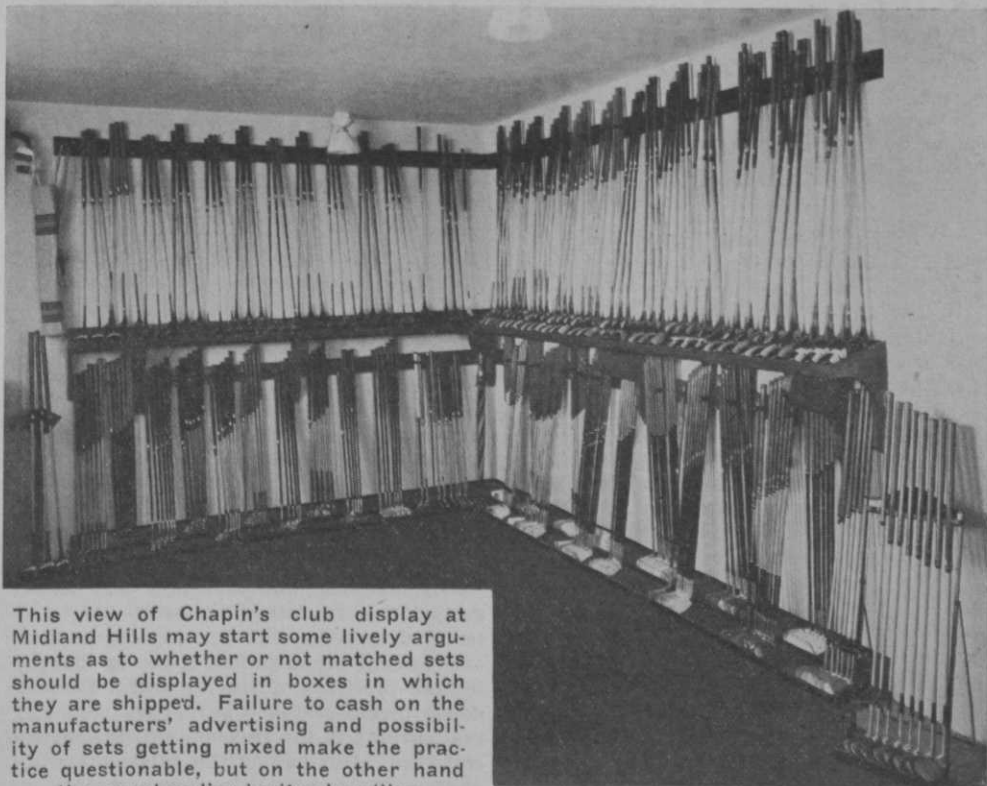
*I have appreciated your loyalty and patronage in past years and will be grateful again for your support the coming season.*

*With my sincere good wishes for a happy golf season, from*

*Your club professional,*

JOHN C. HACKBARTH.

*P. S.: The club dining room is now open for meals and refreshments.*



This view of Chapin's club display at Midland Hills may start some lively arguments as to whether or not matched sets should be displayed in boxes in which they are shipped. Failure to cash on the manufacturers' advertising and possibility of sets getting mixed make the practice questionable, but on the other hand the merchandise invites handling.

## Veterans Have Kid Pepper

This affair of putting some business heat under the members is by no means confined to the enthusiastic experiments of comparative youngsters in the business. The oldsters are going at the thing in a smart way. They know that the members may be inclined to think of them as fixtures around the place and so much a part of the club that no one ever has to give any thought to where the pro's income originates.

Take this straightforward communique from the substantial veteran Jack Patterson of Midlothian C. C. (Chicago district) as a fine example of a letter that tells the story in the same sort of style its writer would speak it. Here's Jack's bulletin to the Midlothian elect:

Dear Member:

Now is the TIME to DRIVE' dull care away.

PERK UP, it may not help conditions, BUT—you'll feel different—"SMILE."

MIDLOTHIAN is set to greet you, and

help you to enjoy the GRAND OLD GAME. Don't forget that HEALTH is WEALTH. Keep fit by PLAYING GOLF as much as possible. When you do COME OUT I invite you to inspect my stock of Clubs, Balls, Hats, Umbrellas, etc. There may be something there you need. I have the BEST GOLF BALLS made, in their price range from 3 for \$1.00 to \$1.00 each.

All the CLUBS I carry were personally selected by me and REPRESENT the BEST POSSIBLE VALUES, any of which you can TRY BEFORE YOU BUY. Play with them for eighteen holes, or else, "Bill" or myself will go to the practice tee with you and HELP in every way to make sure you are getting the CLUB BEST SUITED for your style. I am here to give SERVICE. If you don't see what you want in the GOLF SHOP, we will be glad to get it for you. MAKE THE GOLF SHOP your HEADQUARTERS this year for your GOLF EQUIPMENT.

Yours sincerely,

JACK PATTERSON.