

line must be built about one foot above ground level, and situated so that players do not shoot into the sun.

- (a) Platforms—make of boards 3' by 3½' and covered with heavy roofing paper.
- (b) Mats—use heavy leather belting (5 or 6 ply) 30"x12" or 15", to shoot from; put small slits in them so that tees can be placed.
- (c) Tee arrows—boards shaped like arrows 1" by 8" by 3½' brightly painted, and pointing toward fairway.

Golf Balls and Clubs—have good golf balls and clubs, and a sufficient number of each, as they are 'the backbone' of the business. (A 'sufficient' number of balls would mean approximately 100 balls per tee.)

Competitors—One of the Golden Rules of us operators in the Chicago District is never to irritate your competitor; he can do you more harm than any group of customers. Also, when the customers tell you how to run your business, you had better look for a new business, as you will never make money in this one. You must remember you have to live for 12 months from the proceeds of this five-month business, so you must save money whenever you can. Ours is a strictly cash business with no reductions, and we operators must all stick by it.

Driving range operators, if they are wise, will never 'fight' another in the same business. We should all strive to help one another so that the public will patronize us more often. I would appreciate hearing from other range owners, or prospective range operators, on this subject. We need all the good ideas we can get because we're in a tough business—but one that pays out if it's worked right.

Wilson Ad Campaign "Sells" Golfers on Pro Services

PRINTERS' INK, famous weekly of the advertising profession, featured in its March 8 issue a story on the Wilson Sporting Goods Co. 1940, golfer player campaign. Under the head "Promoting the Pro," Printers' Ink tells how the Wilson campaign running in national magazines, mentions no merchandise, but sells services of the club professional to golfers.

The advertising journal marks the Wilson campaign as a notable contribution to pro development as a powerful and popular

factor in the distribution of golf goods. Advertisements in the campaign already have run in **GOLFING**, *Life* and *Time*.

In telling advertising men of the campaign Printers' Ink says:

The average professional is a representative for the top-ranking merchandise of all leading golf equipment manufacturers, selling, for the most part, from sample displays. His market is relatively small, being limited, as a rule, to some three or four hundred club members. He can't afford to advertise, of course, and he naturally can't be overly aggressive in his selling approach to members. Further, he is rarely possessed of the salesman's temperament, for his basic qualification for his job is his athletic prowess.

At the same time, from the standpoint of the golf equipment manufacturer, the golf pro in the aggregate is a very important figure in the distribution picture. He is the sole factor in equipment salesmanship at what is often the point of greatest consumer accessibility and lowest sales resistance—that is, on the actual premises of the golf club. Moreover, he is particularly important in the sale of the higher quality of golf equipment, since members of private clubs usually possess a higher buying power than the average run of golf addicts.

Through the new advertising program L. B. Icely, president of Wilson Sporting Goods, proposes to build up the golf pro's business—to move his market in through the front door and up to the counter.

The job is a broad one and the benefit to the company will necessarily be indirect, but Mr. Icely is satisfied that the advertising investment will bring definite returns. A wider appreciation of the pro's importance to the golfer will inevitably broaden his opportunity to sell to a greater number of those who compose his market. And insofar as the advertising messages and the pro's coaching operations help to increase golfers' pleasure in the game, the combination will naturally favor the sales of quality merchandise. As a leading manufacturer of golf equipment, Wilson naturally figures to come in for its share of the increased volume.

Further, the activity is not going to do Wilson any damage in the pro's eyes. The fact that the company is conducting a major promotion effort in the pro's direct and exclusive behalf will inevitably create plenty of good-will. The advertising will, of course, be thoroughly merchandised to professionals throughout the country.