

Two Small Cards Do Big Business—Quick

Bill Gordon, Tam O'Shanter (Chicago) pro solved two problems that confront most pros each spring by using the cards shown below. The Caddies' Employment card helped round up a good portion of the club's quota before the snow was off the course. The Players' Service and Equipment card not only is enabling Gordon to get his players' clubs and bags in first class shape before the spring rush begins, but also helps get his pro shop merchandising off to a fast start.

CADDIES' EMPLOYMENT BLANK

I hereby apply for a caddy position at the Tam O'Shanter Country Club for 1944. I promise to conduct myself in an orderly manner, to speak with respect to the members and take orders from the Caddy Master. I will fulfill all jobs assigned to me to the best of my ability.

Should any damage be done to any property of the club by me during my employment there, I agree to pay for same.

The caddy fees will be:

A Class—\$1.50 single - \$2.50 double

B Class— 1.25 single - 2.25 double

The Tam O'Shanter Country Club intends to have the Annual Caddy party in August, and allow the deserving boys the right to play golf on Mondays during the summer.

Three prizes for caddying, based on attendance, service and efficiency will be paid during May, June, July and August.

Signed _____

Address _____

Age _____

Telephone _____

Experience _____

Parent's Signature _____

Date _____

The Caddie Blank was mailed to all of Tam's last season caddies who proved satisfactory. Additional cards were distributed through grade schools in the vicinity. Every new boy must attend a "caddie school" before he goes out. Class A caddies must know distance of every hole, be able to locate 200 yd. marker and 150 yds. from each green. School authorities will show lively interest in the healthful employment of caddie work and will gladly cooperate providing the youngsters are properly supervised.

The Service and Equipment Card was enclosed in a letter Gordon mailed each of his members, and the response was excellent. As a result of this card Gordon's merchandise started to move weeks before the season began. The card is a penny post card with Gordon's name and address printed on the reverse side.

Kindly Check What Service You Desire and Equipment You May Need

1. Kindly have my golf clubs removed from my locker and put in first class shape, including rejuvenating my golf bag *354*
2. Kindly lay aside for my inspection:

_____ Golf Balls, 50c, 60c, 75c, 85c.

_____ Golf Clubs, irons or wood.

_____ Leather Bag.

_____ Light Canvas Bag.

✓ _____ Flannel or Wool Shirts.

_____ Zipper Jackets.

_____ Leather or Canvas Head Covers.

✓ _____ Golf Shoes.

✓ _____ Pussy Foot or All Wool Golf Sox.

_____ Wooden Shoe Trees, \$2.00.

_____ Wooden Locker Room Sandals, \$1.25.

Signed *Bill Buckingham*

BRAID JOINS L. A. YOUNG

Appointment of George Braid as representative of the L. A. Young Golf Company in the Illinois territory, with headquarters in Chicago, has been announced by Edward P. Rankin, general sales manager of the company, which produces the Walter Hagen line of golf equipment, and Trophy golf balls. A veteran in the golf selling field, Braid has most recently been associated with the Penfold Golf Ball Company.

April, 1944

PHEASANTS AND DUCKS De LUXE.—
Finest stock. EGGS, CHIX, etc. Write for prices. CHAIN-O'-LAKES GAME FIELDS, Box L 157, McHenry, Illinois.

—CLASSIFIED ADVERTISEMENTS—

Pro-Manager Wanted—Experienced man with record of reliability. Must possess ability to buy clubhouse and dining room supplies and must be good golf instructor. Splendid opportunity for right man. Address: Walnut Hills Golf Club, East Lansing, Mich.