

### PRO SHOP SERVICE CARD

Kindly place my clubs in the pro shop for the season club care ( ) Kindly phone me when the lesson season begins so I can show definite improvement in my golf this year ( ) I am interested in some of the following items: Spalding balls ( ) Acushnet balls ( ) Wilson balls ( ) Spalding irons or woods ( ) Wilson irons or woods ( ) Armour or Nelson irons or woods ( ) Ladies irons or woods ( ) Wash balls, 25c, 35c, 50c, 65c, 75c ( doz.) Men's Golf Shoes, size ( ) Women's Golf Shoes, size ( ) Wind-breakers ( ) Wool Shirts ( ) Howland Bathing Caps ( ) Leather bags ( ) Canvas stick bags ( ) Shag bags ( ) Pussy foot socks ( ) Wool socks ( ) Sport shirts ( ) Hand painted golf ties ( ) Men's bathing suits ( ) Men's or Ladies Golf Gloves ( )

Signed.....

card enclosed, always get strong results. There is nothing fancy about them. They read like Bill wrote them straight to the point. That's something to bear in mind when the advertising expert helps you. There may be a tendency to go too fancy, but chances are the advertising specialist will see to it that the presentation is according to the character of the pro.

Gordon's letter for this year reads:

Dear Member:

*The Tam O'Shanter Country Club Golf Shop is now open for the 1947 season. Upon receiving your golf clubs, they will be overhauled and put in tiptop shape. Club cleaning services will be the same as 1946—\$10.00 per set for the season until November 1st or \$2.00 per month.*

*Arrangements have been made to carry the finest line of golf clubs, balls and golf accessories that are obtainable. Quotas of scarce equipment will continue until mid-summer but my effort to take care of your needs is now offered, as a good supply of this merchandise is now on hand. You can rest assured your best buy in town will be the "Tam Pro Shop."*

*Golf instruction will again be arranged by appointments if possible. Six half hour lessons will cost \$12.00, six hour lessons will cost \$25.00, and individual lessons will be \$3.00 per half hour or \$5.00 per hour.*

*Your professional will have a limited line of men's and ladies golf shoes, Howland bathing caps, fancy hand painted golf ties, fancy swimming trunks, pussy foot socks, T shirts and sport shirts, all priced to sell.*

*I am enclosing a card for your convenience to protect your needs for the golf season. I would appreciate its early return so this work can be done before the season gets under full swing, and your needs will get my full cooperation.*

*Ed Phelan will again be on hand to help with teaching and operate the "Pro Shop." A revised caddy system under Harry Decker, formerly with North Shore Country Club and Miami Shores, will endeavor to provide more and competent caddies, with a supervised caddy school.*

*Our efforts to make your golf more enjoyable and your season at the club the best ever is our desire.*

*Come and see us early and often.*

*Sincerely, Bill Gordon, Professional*

The mimeographed postcard Bill enclosed has spaces in which the member checks items in which he is interested.

This card is shown above.

You will note that Bill does not have on his card the complete line carried in his shop. The objective of the mailing is to get the prospects indicating interest and after that expression Bill can show them exactly what he thinks will fit their requirements.

Also notice how the "quota" element is discreetly mentioned in the second paragraph of the letter. This probably will mean that members will come in wanting to buy balls by the dozen to make sure. So what? Bill, like the rest of the fellows, probably will sell them as many as they want within reasonable limits and hope for relaxing of the quotas by summer. The branch of the Chicago river which runs through his course also should help to get his ball volume back onto the basis of the "good old days."

There's still a debate between experienced and successful pro businessmen as to whether it is better to give the members "the works" all in one mailing or give them a series of short letters or announcements on new equipment, club cleaning, lessons and other items of sales and service. One thing is certain and that is that the businessman does not read long letters.

Whether to mail at home or office addresses is another point on which experience of pros differ.

Last spring we noticed that in several shops where able clubmakers were available a bid was made for remaking grips to fit the member's hands. Grip leather was hard to get, of course, so often the old leather was used and the grip built up. Good prices were received for this work and the members talked about it as something they could get that helped their games.

In the spring preparations, one of the highly important factors is plain pricing of the merchandise in the shop. Then, in the letters or circulars, try to get the members to come out and look over the stock.

**NEED SUPPLIES? SEE PAGE 103**