

Advertising Is Important Part of Pro Job

Jack Gordon, lively veteran pro at Westwood CC (Buffalo dist.) is a consistent advertiser to his members. Jack says, "With my Scotch background I have a lot of appreciation for thrift. But thrift doesn't mean not spending money when a little money spent will bring big returns. A steady advertising campaign by the pro is genuine thrift. He not only gets sales he otherwise wouldn't make but he keeps his members constantly reminded that he's got everything they need to give them full enjoyment of the game and full value from their club membership."

Gordon is a believer in mailing card advertising to his members. He has proof that it's much better to send the cards out separately rather than having pro advertising enclosed with members' bills. When a member gets his club bill he may feel like cutting down his expenses at the club. That reduction may come in reducing purchases at the pro shop rather than at the bar.

Jack protects himself against running second to thirst by keeping a campaign going on blue mailing cards of postcard size. The cards have the shop telephone number printed on them to facilitate action in ordering equipment or getting lesson time.

Mailing is Timed Right

The cards are sent out Thursday so members will get them Friday and be reminded to do some shopping at the pro shop for their week-end golf supplies. These mailings with the subtle invitation to call up the shop also help Jack get a line on what a member may want but which isn't in shop stock. With that information Jack can do some rush shopping himself and be able to supply practically every need.

Gordon is a hard worker, and smart, in establishing himself as a golf authority. His book "Understandable Golf" has been a good seller for some years and was reprinted in a smaller edition which has had wide distribution. He also has written golf articles for the Buffalo Evening News for a couple of years.

But it's the card advertising that converts reputation into shop sales. This advertising campaign Gordon regards as an essential of his operations and not merely as something to be done when he has a bit of spare time and is in the mood.

Copy Specimens

Examples of copy that Jack uses on his cards:

"Dear Member:

"The Wild Geese are flying north over WESTWOOD to their summer habitat and we in the Pro Shop are preparing for another glorious season of GOLF and fun for you.

"Won't you please bring your Bag of Clubs in and put them on the cleaning list where they will be kept in good shape all season for the nominal fee of \$7.00.

"Too, plan on taking lessons early and enjoy your game more. You know what Uncle Remus says, 'Zip-a-dee-doo-dah! Zip-a-dee-ay! My, Oh! my what a wonderful day. Plenty of sunshine headin' my way. Zip-a-dee-doo-dah, Zip-a-dee-ay.' Your Pro Shop is prepared to serve you well."

"Dear Member:

"Using a real good set of Golf Clubs properly fitted to your particular swing is absolutely essential to the playing of good golf. You thus eliminate the uncertainty of making bad shots through poorly fitted Clubs, and your confidence is strengthened.

"In the Pro Shop we have Bobby Jones, Tommy Armour, Spalding, Wilson, and MacGregor Clubs to select from.

"Let us get the proper fitting of your set. And, our prices are reasonable."

Dear Member:

"The thrill you get out of Golf, apart from the fine exercise, pure air, sunshine, etc., is when you are hitting your ball on the sweet spot. You want to hit more there, don't you. Well, take a few lessons early before you will have formed wrong habits.

"Just telephone Parkside 2831 for an appointment. 1/2 Hr. Lesson \$2.00. 6 1/2 Hr. Lesson series \$10.00."

"Dear Member:

"The swallows are homeward flying and the frost is on the pumpkin and we in the Pro Shop at WESTWOOD are preparing to fold our tents like the Arab and silently steal away for the winter after another very successful GOLFING season.

"Will you kindly plan to pick up your Bag of Clubs by November 1st.

"Thank you for making our season such a happy one and looking forward to seeing you in the Spring when we will have more fun—and enjoy GOLF."