

IRON CLUBS—Numbers. Trade Names.
Approximate year of manufacture.

BAG—Kind. Condition (Good, fair worn).

WOOD HEAD COVERS—Number. Material, Condition.

BALLS—New. Used.

SHOES—Condition.

GOLF GLOVE—Condition.

OTHER ACCESSORIES—(Condition as listed).

The original copy of the check-up is to be mailed by the pro to the member or pay-as-you-play course player whose golf bag and contents have been examined.

Along with that copy is to go a letter which can be on club stationery and signed by the pro, or will be supplied mimeographed on National Golf Foundation stationery and is to be signed by the pro.

This letter will read:

Dear Golfer:

Enclosed is an inventory of your golf playing equipment.

Many players have requested such inventories for personal information or insurance purposes. Should you desire an appraisal of the value of your golfing outfit I'll be very glad to supply it without cost or obligation. Simply advise me and the figures will be given to you quickly.

The information attached has been compiled and is being sent you and to members of a great many of the nation's leading clubs in making professional department service thorough for all our players.

Sincerely,
(Signature)
Your Professional

The pro is to make use of the duplicates by compiling first, a list of members whose

equipment should be replaced by modern equipment of greater aid to their enjoyment and scoring.

This list, broken down into needs of clubs, bags and accessories, will be of considerable help to him in directing his purchases and advertising and sales work.

All the cards, alphabetically filed, will give the pro a clear idea of the condition of his market and indicate members who may need special sales attention because of their need of equipment or their purchasing having been done elsewhere than in the pro shop.

The duplicates of the inventory should be kept at the pro's home—anyway, not in the pro shop—as the data may be of value in case of insurance claims or players' claims of loss.

Suggestions regarding these record sheets are requested from all pros as the sheets are to be printed and made available to all professionals by June 1.

Professionals who want a supply of these sheets may secure same by writing GOLFDOM, 407 S. Dearborn St., Chicago 5, Ill., and advising how many they need to make their survey and supply one copy to the member and keep the duplicate for themselves. Sheets are of letter size that can be filed in a correspondence folder or in an inexpensive ring binder such as may be bought at a stationery store or a "5 and 10."

Cost to the pro will be very low as it will involve only handling and mailing. Production expense will be borne by National Golf Foundation which asks that pros in return for the sheets give a summary of the ages and condition of equipment in their members' possession so status of the entire golf field's playing equipment at present may be determined.

"CHECKS" FOR CLUB'S WINNERS

No. <u>1</u>		DULUTH, MINNESOTA _____ 19__ No. <u>1</u>	
DATE _____		HAROLD L. CLASEN, PROFESSIONAL	
TO _____		NORTHLAND COUNTRY CLUB, DULUTH, MINN.	
FOR _____		Golf Merchandise Certificate	
AMOUNT \$ _____		PAY TO THE ORDER OF _____	
		\$ _____ IN GOLF MERCHANDISE FROM H. L. CLASEN'S GOLF SHOP	

Harold L. Clasen, pro, Northland CC, Duluth, Minn., issues this check style certificate to winners in weekly sweepstakes and as gift certificates. In the lower lefthand corner Clasen writes "Happy Birthday from _____" in case of gift certificate or details of the winning by the sweeps contestant. Checks are mailed out the day following the competitive event and as a rule are "cashed" within a week. Members get a pleasant thrill out of receiving the checks. The checks are printed and bound in books of 100 with stubs perforated on each sheet and kept in the book as a record.