

Surprise Your Lady, Man or Junior Golfer with a Golfing Gift...

IRONS

GOLF CAPS

SHAG BAGS

SWEATERS

ARGYLE HOSE

GOLF SHOES

JUNIOR CLUBS

PERSONALIZED
GOLF BALLS



WOODS

UMBRELLAS

SHIRTS

CADDY CARTS

GOLF GLOVES

WIND BREAKERS

"PUTTING GREENS"

PERSONALIZED
CLUB COVERS

...From Your Pro Shop

call Gene Ra 1133

THIS FOLDER GOT CHRISTMAS BUSINESS

Gene Marchi, pro at Miami Valley GC, Dayton, O., sent out this folder for Christmas business last year and it scored way beyond what Gene expected. It should have done well because it has the personalized element with Marchi shown in his shop surrounded by stock that suggested Christmas shopping at the pro shop. The specific suggestions of gifts brought gift selection into sharp focus. The front of the folder was in green ink with a holiday ornament and the wording "Golfers believe in Santa too!" The line "call Gene, RA 1133" was printed in green and folded over as it appears in this cut. The folder, unfolded, measured 10 in. wide by 8 in. high.

a huge military installation with a membership of 5000 officers. Of the total membership, about one-fifth are golfers.

"We have no way of separating these from the non-golfers in the mailing list, so we canvas them all for Christmas gift business and thus get sales from the whole kaboodle. We begin with a sales letter in the October billing, which goes out on the 26th, and we follow with another letter, plus stuffers provided by the manufacturers, one month later. If a particularly well-prepared folder (such as MacGregor put out last year) is available, we stuff all mail boxes on the Base during the first week in December....

"The response has been excellent to this program, which was inaugurated when we came to W-P five years ago, and we now have a grand holiday business where none grew before.

"It is especially valuable here, because many of our customers will be transferred

out before spring and we would otherwise miss the business entirely.

"Even on military installations such as this where we compete with a PX not 500 yards away, there is a tremendous opportunity to build a substantial business and at the same time offer a valuable service to club membership through smart buying and planned promotion of Christmas sales."

Personal Campaign Pays — Cantrell

Warren Cantrell, pro at Hillcrest CC, Lubbock, Tex., believes that eventually golf goods manufacturers or printers of syndicated advertising will provide professionals with the scope of high class Christmas gift advertising that can be bought by pros at moderate prices and imprinted with the individual pro's name and address.

"Some of the manufacturers' material is excellent but it doesn't have enough range," says Cantrell. "The pro to beat the stores and to compete with the gift advertising in other lines has to use high class stuff and