

Pro Businessman Featured in Bank Advertisement

Herb Snow, pro at Keller course, St. Paul, was spotlighted in a 3 column 10 in. advertisement Empire National Bank ran in the St. Paul Dispatch, July 22, during the PGA championship at Keller.

The ad told that Herb and his wife, Hazel, opened a joint checking and saving account at the bank 20 years ago and have made increasing use of the bank's facilities.



Herb Snow, host pro of PGA tourney, banks at EMPIRE

HERB SNOW, an EMPIRE customer, host pro of the Keller course for the PGA tournament. He automatically qualified to play in the tourney. The lowest score he ever shot was a 59 on a par 34 course, and he has two holes in one to his credit during his 25 years of golf, the last 14 years at Keller.

HERB SNOW, host pro at the Keller Golf Course where the 36th annual PGA tournament now is attracting national attention, has been banking at The EMPIRE for 20 years. With his wife, Hazel, he opened a joint checking account and a joint savings account at The EMPIRE in 1934. Their use of EMPIRE facilities has broadened with the years. Now, in addition to checking and savings facilities, the family also enjoys the protection of an EMPIRE Safe Deposit Box, and opened a special savings account for their son, David, who graduated from Johnson High just last June.

"I don't feel at home at any other bank," said Herb Snow. At The EMPIRE, I happen to know all the officers, and they know me. Why, it's always enjoyable to walk into The EMPIRE."

Like the Snows, you, too, will find it always an enjoyable mission to step into The EMPIRE, or phone them, or bank with them by mail. And when you need additional money, whether for a new car, or a new home, or for refinancing your property, take advantage of the low-cost bank rates The EMPIRE's superior personal service provides. Our new phone number is Capital 4-5773.

You'll always feel at home at The Empire

EMPIRE NATIONAL BANK

Robert at Fifth—Capital 4-3773

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Snow is a smart pro businessman as other pros who dropped into his shop at Keller during the PGA saw. The shop is small but displays are made to make it easy to buy.

One little display stunt has greatly increased his hat, cap and visor sales. He's got a wire stretched from one wall of the shop to the other and from it, by clips that don't injure the merchandise, are strung headware of many styles, colors and sizes. The display is high enough to

be out of the way but easily reached by buyers. The price of a couple of screws and some wire were all the display cost him. It makes a colorful decoration in a pro shop, and it certainly does sell.

Another highly profitable idea Snow uses is in connection with his display rack of putters. When Herb sees anyone handling a putter he goes over to the interested shopper, gives him a ball and says "Take two or three of those putters out to the practice green and see which one is best for you."

With two or three putters chances are good one of them will score with the shopper. Snow sold nine putters one day recently with this idea.

He has the Burgett golf glove display case on top of his ball case right by the door to the shop which is close to the first tee. He says the combination display and storage device has boosted his glove business plenty.

Snow has a good selection of shirts on a table in his crowded shop and does a lot of business in shirts, and a surprisingly good volume of shoe business. He says cellophane display wrappers are essential on pro shop shirt displays.

Hot Weather Protection Often Neglected

Doctors say too many golfers are suffering seriously and unnecessarily from the heat. Every locker-room should have salt tablets.

Golfers who don't wear head covering playing under blazing sun, if not already goofy, may be. Perhaps already suffering from the heat are pros who have hats and caps for sun protection in their shops and don't wear head covering themselves to protect themselves and increase business with a good example.

Incidentally, eye authorities say eyeshade provided by hat, cap or visor generally is just as good for eyes as dark glasses.

The latter part of July and August are good months for inspecting your members' bags as many of them may have been away on vacations and suffered some damage to their golf equipment, if not outright loss. Bags, particularly, take a beating during the summer vacation trips and with the contrast the bright new bags now provide with the old and worn bag sales of new bags aren't especially hard to make.

—Eddie Duino