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CHRISTMAS SHOPPING AT YOUR PRO SHOP

Pro Drive for Huge Golf Gift Sales Volume
to be Pushed by Powerful New Advertising

By JOE GRAFFIS

PRO SHOP Christmas gift business has greatly increased because conditions are almost perfect for the pro who is a businessman."

The Pennsylvania professional who made that observation ought to know. December was the second biggest month of shop sales volume he had in 1953. It was his biggest month of net profit. His operating costs didn't have to include his assistants or a club-cleaning boy. The costs did include advertising Christmas golf gifts.

This pro discovered that at Christmas the club members, their wives and children were looking for help in spending money.

"Every time I suggested a golf gift my suggestions were welcomed," the pro added. "They all are in the spending mood and want to buy something that will be just right for whoever gets the gift.

"Around Christmas time they expect to spend and they want to spend.

Lost Sales At Christmas

"I didn't realize until last year that I was doing my members a big and appreciated service in simplifying their Christmas shopping. I thought I had better be making money in December and turning excess inventory into cash instead of go-

ing south with my wife right after our season closed.

"Another thing made me decide to stay home and give the golf Christmas gift business a lot of attention. The previous three or four springs when I opened up at the club I'd noticed many of our men and women golfers had new golf equipment that I didn't sell them.

"Often the information was volunteered



Book bearing pro's name is golfers' Xmas shopping guide.

that this new equipment was a Christmas gift. The stores had been on the job when I wasn't.

"Like a lot of other pros I'd complained about store competition and cut prices. Then I awoke to see that the stores didn't have any competition from me for the big Christmas gift business.

"Something else I learned was that the stores sold plenty of golf equipment and apparel as Christmas gifts at prices higher than I'd get for the same or better merchandise at my shop.

"Many pros haven't the slightest idea of the real value of their potential service to Christmas shoppers. What this service amounts to is that the pro tells the shopper what the pro would like to sell because he knows it's needed.

"I can see from what our members wear and from the bags in my racks a possibility of \$20,000 in Christmas business. By starting to work on Christmas business last September I got December business that grossed over \$13,000.

Company Gift Sales Big

"In that gross was one order of more than \$1300 for personalized golf balls I got from a member who gave them to his company's customers. They were top brand balls at the full price.

"Perhaps some pros at other clubs didn't like that. I'm sorry but if they missed the boat and didn't sell balls for one of their members to give customers who belong to our club, it's the other pros' tough luck. They can't kick if they lose sales they don't go after."

For almost 20 years GOLFDOM has been pushing the idea that the pro shop logically is one of the most valuable sources of Christmas gifts. Numerous manufacturers, especially the foremost ball makers, have been supplying Christmas packages. But the proposition never caught on strong until after the war.

Then it got going so successfully that the leading pro businessmen report that Christmas business is a substantial part of their year's profit.

Create Golf Gift Habit

One important element is still missing to make the golf Christmas gift plan produce millions in sales for pros. Not enough of the golfing public yet realizes golf Christmas gifts are the right answer to perplexing Christmas shopping problems. To focus public attention on pro shop Christmas gift buying requires much better planning and advertising than generally has been done by pros.

To provide pros with a service that will bring them a huge amount of business now going to competing retailers GOLFDOM has devised a powerful advertising and merchandising plan for pros only.

It is a Christmas golf gift shopping guide attractively produced to rate high in appearance, in service to shoppers and in sales power. It is designed to exhibit the pro shop as the foremost retail establishment for gifts for the golfers.

Strong Ad Drive; Low Price

The "Christmas Shopping At Your Pro Shop" book is being made available for pro businessman use at a low price, with the cooperation of leading manufacturers of golf equipment, apparel and accessories.

The need of such Christmas golf gift advertising that will give alert pro command of the holiday shopping is keenly realized. Within a week after "Christmas Shopping At Your Pro Shop" was announced to a test list of 900 professionals 279 (31%) of them had advised GOLFDOM of their interest in using this key to Christmas profits.

"Christmas Shopping At Your Pro Shop" will be delivered to pros early in October for addressing and mailing to their players. The book is planned for use by pros at all types of courses: private, semi-private and public. It is a quality production but at low cost to pros.

"Christmas Shopping At Your Pro Shop" is planned and produced to fit into an easily workable, practical plan of pro Christmas gift merchandising.

Must Plan Early

The pro who intends to do a good job for his players and himself on Christmas gift service and selling has to begin planning now.

He can start, in many cases, by checking bags and seeing what's needed.

If he's at a semi-private or public course he will have to begin getting his mailing list ready.

Unless he is where his shop is kept open the year around he will have to decide what days and nights of the pre-Christmas weeks he will have his shop open.

He will have to outline his telephone campaign and his plan of calling at homes, in some cases, and calling on company executives to interest them in golf Christmas gifts for their customers.

Planning his Christmas stock is an important job he'd better get under way without delay. The pro also has to do his Christmas shopping early.