



Assistant Bill Hogan who has worked with Jensen since 1948 gets helping hand from the "boss" (on the ladder). Close inspection will show that each bag compartment carries big label with member's name as well as a number.

and clubs ready for a foursome on the first tee.

A Mueller-Climatrol thermostat in the pro shop controls an oil heating unit in another room which is also used for storing soft drinks for the caddies. Heating pipes are imbedded in the concrete throughout the building.

Sells 95 Per Cent of Members

Has it worked out satisfactorily? Definitely yes! The members are pleased with the faster, more efficient service. While golfers wait their turns on the first tee, they have more leisure time to shop. They also can pick up last minute items such as scorecards, pencils, tees (provided free), and golf balls, with a minimum of delay. Business has perked up considerably. I sell 95 per cent of my members and none of it by high-pressure methods. As a further service on Sunday mornings, when the club doesn't serve until noon, I provide hot coffee and Danish kringle free of charge.

Visiting pros and salesmen have praised our modern shop and members of other clubs have incorporated many of our features into building projects of their own. Perhaps you can, too.

Alert Pros in Record Numbers Plan Now for Xmas Sales

DESPITE the sizzling heat wave that has blanketed most of the country in late June and all of July, pro activity hit a new high in planning Christmas gift selling campaigns.

As of July 25, pro orders for their personalized copies of the "Christmas Shopping At Your Pro Shop" buying guide totaled more than 90,000, or more than two times the guaranteed pro distribution of last year's pro-only shopping guide, its first year of publication.

Last year's record of the book in bringing over a million dollars in extra sales volume to participating pro shops established the strictly pro Christmas gift business-getter as the most profitable single item of personalized sales and prestige advertising ever used in golf pro merchandising.

Early planning of aggressive Christmas sports gift advertising and merchandising

campaigns by competing sporting goods retailers has warned foresighted pros to get started on their own Xmas gift campaigns without delay. Some slow-up in golf play and pro shop buying during the prolonged, intensely hot spell reminded businessmen pros of the high importance of applying strong advertising force to increase golfers' Christmas gift shopping at the pro shop during the most active customer spending period of the entire year.

Pros who want copies of the 1955 edition of "Christmas Shopping" delivered by Sept. 15 should have their orders in not later than August 20. A limited supply will be available for those ordering later. Pros who desire to share in the profit of this nation-wide golf Christmas gift selling campaign are urged to write GOLFDOM, 407 S. Dearborn, Chicago 5, Ill., for details.