



JOE KIRKWOOD, JR. OPENS GOLF AND SPORTS CENTER AT HOLLYWOOD

Joe Kirkwood, Jr., opens the first units of a golf and sports center at North Hollywood, Calif., that eventually will show an investment of \$1,800,000. The clubhouse and practice range are operating and the 18-hole par 3 course on 45 acres and night-lit will open this month. Greens are patterned after those of famous holes. A bowling alley, ice skating rink, badminton courts and swimming pool will be constructed.

to call perhaps 100 members and notify them of the dates they're scheduled to play? I'll concede that it does, but the goodwill you'll create will be well worth the effort.

Christmas Selling

I used the telephone before Christmas to personalize Christmas gift selling in my pro shop. It was very successful and I recommend it as a third profit-building idea.

After sending out GOLFDOM's "Christmas Shopping at your Pro Shop" with a personal letter addressed to wives, husbands, parents or even children of club members, I waited two or three days before following up on the telephone. In practically all cases, catalogue and letter had been received, and I was able to get into my sales message without delay.

Here is an example of what I said: "Mrs. Jones, what do you think of that suggestion of a set of woods as a Christmas gift for Mr. Jones?" If the reaction was the least bit favorable, I followed with the usual leading questions in order to get Mrs. Jones to definitely commit herself one way or another. If she decided she didn't want to invest in a set of clubs for her husband, I switched over to trying to sell her golf balls, wearing apparel and other items I have in the shop.

In rare instances where catalogue and letter failed to reach the person for whom they were intended, it was necessary to give

a rather detailed explanation of why I was calling. Even here the telephone proved to be a real ally since several of these people suddenly decided a golf gift was a wonderful idea and either ordered on the spot or asked me to send another copy of the catalogue so they could pick out a present.

I don't know how much use other pros are making of the telephone. As far as I'm concerned, it has become the most potent sales aid in my shop, and in the future I intend to use it even more extensively than I have in the past for profit building.

Three Events Scheduled Between Dallas Tourneys

A series of three between tourney events has been scheduled for the \$100,000 Dallas Centennial and Texas International Opens which open at Dallas' Preston Hollow CC May 24 according to an announcement by J. J. Ling, chmn. of the board of Golf International, Inc. The featured tournament events are a Pro-Amateur tourney which will be held May 29 at Preston Hollow, and a Pro Youth meet to be held the following day.

Earl Stewart, Jr., resident pro for Oak Cliff CC, announced earlier this month his club will host a pro-am tourney on May 28. Present plans call for a purse of \$5,000.