

of what a fellow can do with a \$1500 renovation budget and a "Do-It-Yourself" flair. In March, when Hamilton moved over to the Crete club from South Haven (Mich.) CC, where he had been pro from 1952 through 1955, he was confronted with four bare walls and a cement floor. Working 12 to 16 hours a day for the next month, Bill installed the pegboard walls which are painted peach, a celotex ceiling done in gray, and wall to wall carpeting over felt padding. Then he shopped around and



Displays such as this have helped Bill Hamilton's sales get off to booming start despite poor weather.

found five display counters that had to be refinished before they could be put in service. With this and all the incidental jobs that go with the opening of a pro shop, Hamilton was ready for business which started rolling in in April and happily hasn't stopped.

Although the Lincolnshire pro puts great stress on displays to sell merchandise, he doesn't labor under the impression that the sales effort stops there. "Pro shop selling will always be a matter of making the right suggestions and being subtle in creating a desire for your merchandise. You can't use pressure tactics in our business, but that doesn't mean you can't be an aggressive salesman. After your displays pull them in, you still have to sell them."

Hamilton, who caters to about 600 Lincolnshire members including 200 women golfers, gives Al Brosch, the first pro he worked for, credit for instilling in him an appreciation of good displays. "It was one of his favorite subjects," says Bill. "He taught me a lot about this phase of merchandising. After leaving Brosch, Bill served at a driving range in Chicago, leased and operated a course in Florida and then took over for four years at the South Haven CC before coming to his present job.

Last winter Hamilton took his first crack at the tournament circuit, traveling it for

## Announce New Edition Of Pro Shop Christmas Golf Gift Sales Booster

The third edition of "Christmas Shopping At Your Pro Shop," the sales promoter that pros have used in building golf Christmas gift sales into multi-million dollar volume, is being prepared.

Publication of the book was begun in 1954 by GOLFDOM at the request of professionals who wanted personalized advertising of quality and interest, giving the pro shop a strong, attractive competitive edge over stores making vigorous bids for golfers' Christmas gift business.

The first year's edition was sold out at 106,000. The second year also was sold out with 136,500 distributed by professionals.

This year the run will be limited to 145,000 and the book will be supplied to pros on a first-come-first-served basis.

"Christmas Shopping At Your Pro Shop" is strictly pro-only in circulation and Christmas golf gift merchandising.

Leading club professional businessmen credit the pro shop Christmas gift buying guide with having made Christmas business the first or second biggest monthly volume of their year.

Details of "Christmas Shopping At Your Pro Shop" now are being mailed to professionals by GOLFDOM, 407 S. Dearborn st., Chicago 5.

three months. Like everyone else who plays it, he hoped to pick up a few dollars here and there, but his main concern was in picking up pointers from the stars that will help him in his teaching. He also wanted a chance to look over some of the pro shops on the tournament trail.

### Beg Your Pardon

Golfdom was guilty of three putting in its May issue (p. 70). It incorrectly identified L. N. (Monk) Clark as C. E. Krampf in a picture with Des Sullivan, champion golfer and pres. of the Golf Writers Assn. of America. Clark was toastmaster at the Writers banquet held at the Dunes Golf & Beach Club, Myrtle Beach, S. C. Krampf is pres. of the Dunes.