



\$250,000 Being Spent on Los Altos Improvement

Work was started in August on a \$250,000 improvement of Los Altos G & CC, Palo Alto, Calif. New facilities will include a garden court lounge, dining room, men's grill, kitchen, parking area, practice green, swimming pool and tennis courts. Above is artist's version of how the clubhouse will look when completed; below, the men's grill



Professionals have advised GOLFDOM that mailing the Christmas Shopping guide as early as September, before the stores have smothered customers with sales promotion, has accounted for selling hundreds of dollars worth of items displayed in the book but not then in stock at their shops. Thus, there is still plenty of time for getting shipments in to handle the extra business.

One field for Christmas sales that is growing rapidly in response to professionals' smart work is that of golf gifts bought by businessmen for presentation to their customers.

Personalized golf ball sales are very big and getting bigger because a dozen pro-only balls bearing a customer's name and presented in an attractive Christmas package continues to advertise pleasantly, diplomatically and effectively for months.

Pros who have gone after company orders in the highly popular personalized ball line have reaped dividends from their efforts especially where bad weather slowed ball sales as it did during the past spring and early summer. Corporation gift ball volume has put ball sales of the pros, who went after this business, well ahead of the previous 12 months. The pros also note that a fellow who gets a dozen gift balls isn't reluctant to get rid of them when they become battered.

Professionals have received a suggested

copy of a letter that can be tied in with the Christmas shopping book in the campaign directed at business officials buying gifts for customers.

Telephone calls by pros and their assistants to members and their wives advising them of the Christmas shopping service have proved very profitable for the pro department.

Professionals who have done the most in Christmas golf business are those who have checked the contents of bags in storage and compiled written lists of what is needed by the various players. Such a list helped sell 42 wedges for one pro last year.

The pro, and in many cases, his wife, can make out a shopping list name by name for the club members and from their own knowledge of the member and his family can compile a specific record that will be of invaluable service to pro shop patrons.

Such a list as the basis for planning a Christmas golf gift campaign has the extra value of showing the professional plainly just what his over-all market should be.

Quick and substantial returns from the Christmas golf gift sales campaign are what the pro should be working for to wind up his year in very satisfactory credit, inventory and cash positions. Many professionals have found that Christmas gift selling has rewarded them with added sales, that stack right up with big volume spring months.