



AL BRAAK • GOLF PROFESSIONAL • WAKONDA CLUB • DES MOINES 15, IOWA

Al Braak, pro at the Wakonda Club, Des Moines, Ia., uses this letterhead as a forceful reminder to everyone of the kind of business he's in. An artist from the local Register & Tribune made the sketch. Braak originally intended to use it for Christmas sales promotion but liked it so well that he decided to put it on his letterheads. The drawing is an accurate reproduction of the area surrounding the Waukonda pro shop.

business. For instance: a set of woods bought at my shop goes to the buyer with a bonus set of headcovers. Incidentally, an interesting thing about this is that sales of headcovers have increased decidedly since I began the premium arrangement.

#### Golf Ball Test Plan

Something else I do that costs money, but eventually makes more for me, protects my market and educates my customers is a ball testing plan that I use. When a member makes all or most of his purchases from me, I occasionally give him a couple free balls. This is not only to show my appreciation for the business he gives me but helps educate the golfer who can't be dissuaded from playing cut-price balls.

I tell the good customer to play these balls a couple of rounds, then give them back and tell me what he has observed about their distance, putting qualities, cover toughness, sound, paint, get-away from the clubhead and feel when hit.

The balls are either those I sometimes get for personal use or some out of stock that I pay for.

#### Pro Is Educated

What started out to be a sales promotion and market insurance idea a few years ago has developed into something that has educated me, as well as my members. The reports on the gratis balls are very informative and give me some surprising and effective sales-making information that is passed around among members and their guests. I particularly direct it toward

players who use cut-price balls.

The result is that my members probably know golf balls better, by far, than the average golfer and my ball sales have increased.

I know that in helping members learn to be smart golf equipment shoppers they've done more buying from me than I have done selling to them.

#### Watrous Again Defends Title in Quarter Century Tourney

Al Watrous of Birmingham, Mich., will be going after his third straight title when the PGA Quarter Century club championship is held at Dunedin, Feb. 11-12. The tournament is restricted to PGA members of 25 years standing. A Senior-Junior four ball best ball event will precede the 36-hole championship. Total prize money is \$5,000, of which \$3,500 is being offered in the Quarter Century event. First Flight Co., formerly Professional Golf Co. of America is co-sponsor of the tournament with the PGA. About 100 oldtimers are expected to participate, according to John R. Inglis, Quarter Century club chmn.

#### Spry President of SCGA

Southern California Golf Assn. recently elected the following officers for 1959: Donald W. Spry, pres.; Edward K. Zuckerman, vp; Thomas G. McMahon, secy.; and Julie Bescos, treas.