

can in buying golf equipment. They have to be sold on the fact that they get pro service with the purchase of golf equipment in a wide range of prices. When they become private club members, the private club professional certainly should welcome them and not drive them to buying from cut-price dealers. The pro also wants to protect his market against the damage of price-slashing advertising which offers few bargains in the final analysis.

Economics and Ethics Clash

Earl Stewart, Jr., Texas PGA president and professional at Oak Cliff CC, Dallas, remarks that when economics and ethics are involved, the right answer may not always be easy to find.

Pros whose economic position is based on competing with cut-price stores don't regard themselves as unethical if their prices take sales away from other pro shops. But pros who give a vast amount of free service and get standard price on top merchandise, say the price-cutters among them are destroying the pro's reputation for quality along with the quality market.

Advertising Gives Pro Protection

The efforts being made by price-cutters to come into the club market and take the pro's member purchasing away from his shop is going to be met by the strongest pro advertising that golf has seen. One reason for this is explained by a New York metropolitan district professional:

"The price-cutters advertise to take members' business and goodwill away from me," says this pro, "so I have to advertise to keep my members and their business with me. The competition has nothing more than cheap prices to offer. I have a good deal more to offer. This year, I began to tell my sales and service story through advertising. Next year, I plan to spend more in doing this. I have plenty to say."

Planning Pro Advertising

A recent survey made by GOLFDOM shows that many successful pros budget their advertising on the basis of from three to six per cent of their annual sales volume. A pro in Ohio points out that his tax accountant recommends that he spend more for advertising, showing him how in past years his investments in GOLF-

PGA to Conduct Three Business Schools

PGA business schools will be conducted in January and February of 1965 in Clearwater, Fla., San Francisco, Calif. and Dallas, Tex.

The Florida school, in its ninth year, will be held in the Jack Tar Hotel in Clearwater, Jan. 18-22. The San Francisco school meets at the Jack Tar Hotel, Feb. 8-12, and the Dallas instruction sessions will be held at the Executive Inn, Feb. 22-26. Curriculums of all three schools have been generally standardized and consist of 40 hours of golf professional instruction.

More than 2,300 students have successfully completed the PGA schools in past years.

Persons who meet the attendance requirements of the three schools are given certificates. Those who successfully complete the winter school course are credited with one year toward a fifth and/or final year of experience which is required for full PGA membership.

Application forms for the 1965 schools have been mailed to all PGA members, apprentices and approved tournament players. Persons wishing to enroll must return their applications 10 days prior to the opening date of the school which they wish to attend.

DOM'S "Christmas Shopping at Your Pro Shop" catalogs paid off.

Numerous professionals report that after the Christmas Shopping catalog, letters are the form of advertising used most frequently by them. "My letters aren't exactly the last word in advertising," says a Pennsylvania pro, "but they tell what new merchandise I have to offer, what should be good buys in the coming weeks and what my members ought to have. I always try to get in a couple members' names in the way of testimonials. That goes over very well."

Frequently, pros who are strong on advertising get the help of club members who are in the advertising business. One

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