

Expect Christmas Sales Will Top Record \$3,200,000

(See Ad on page 41)

With Goldom's 12th edition of *Christmas Shopping at Your Pro Shop* again providing the nucleus of a vigorous nationwide drive for Christmas gift business, hundreds of professionals are making plans for a holiday sales campaign that promises to run far ahead of the 1964 record volume of golf gift sales.

Already, the Christmas Shopping catalog has been ordered by more professionals than in any previous year. In 1964, the more than 650 pros who used Goldom's gift catalog, reported that the promotion piece produced a volume of \$3,200,000 in addition to normal December sales.

When Goldom started the nationwide pro shop sales campaign in 1954, it was with the idea that millions of dollars were looking for places to be spent, and golf gift merchandise would provide answers to innumerable shopping problems. The hunch proved to be solidly founded. Many pros found that the Christmas Shopping catalog brought in a large volume of business from non-golfers as well as those who were players. Women, in particular, have long appreciated the help they get from the catalog in buying for persons who play golf. Another pleasant surprise has been the amount of apparel

that has been sold by pro shops, notwithstanding strong competition from other retailers.

December Second Best Month

The Christmas Shopping catalog has helped build pro merchandising programs that compare favorably with Christmas gift sales campaigns of many other small and medium size merchants. The result is that December now is generally recognized as the second best selling month for many pros, and in some cases, the best month of the year.

An important advantage of the holiday sales campaign is that it liquidates a large percentage of the pro's inventory and puts him in a strong cash and credit position for the year that follows. Gift certificates, held by persons who receive them at Christmastime and used the following season, help to balance the pro's overall sales effort. They have been particularly valuable in recent years in stimulating the sale of clubs.

Another exciting development in the gift sales picture has been the huge increase in the sale of personalized golf balls to club members for use as Christmas gifts from their companies. Numerous pros report that it isn't uncommon for them to sell upward of 50 or 100 dozen balls to individuals representing companies that are interested in giving them as gifts.

September is not too early for pros to start soliciting personalized golf ball business. The ordering and imprinting process takes several weeks and because of the rush of Christmas business, manufacturers are forced to set an early November date as their imprint deadline.

point out that the golfers themselves would want it this way. If a player has become accustomed to 14 clubs, they say, he wouldn't want to settle for perhaps two woods, seven irons and a putter for his alternate set. What is more, he would want both sets as closely matched or duplicated as it is possible to make them so he wouldn't have the feeling that he was switching clubs when he substitutes one set for the other.

A West Coast pro, who has had what

he calls "medium success" in selling second sets, remarks that from an economic standpoint it would be unwise to suggest to a golfer that his basic or primary set should contain 14 clubs, but that a duplicate set could be cut back to ten. "The first thing you know," this man says, "people would begin questioning whether they actually need 14 clubs. It might start a movement toward ten club sets with the result that eventually this num-

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Mr. Professional:

Make Santa Claus Your Partner..

and team up with the world's best salesmen!

Santa has made the season's end stand out as one of the *biggest, busiest, most profitable* Pro Shop periods of the entire year — for the alert Pros who go after their golfers' Xmas gift business.

Hundreds of pros in every part of the country have proved it — by using "Christmas Shopping at your Pro Shop" — year after year!

They'll tell you that their Pro-personalized Gift Guides . . . give them 'the jump' on competition before their golfers gift buy elsewhere . . . add prestige to Pro Shop, its management and its merchandise . . . bring in gift buying of non-golfers and 'seldom customers' . . . and turn the late Fall months into a lively extra 'Spring selling peak'.

That — their Gift Guides take their Golf Shop into their golfers' homes . . . convey their Holiday Greetings to all the family

. . . pinpoint their interest on golf gifts . . . supply a distinctive, personal-interest shopping service their golfers need and appreciate.

That — "Christmas Shopping" stands out as the top PROMotion in increasing friendships, customers — sales and profits!

Folders giving full details of the 1965 (12th annual) edition have been mailed to every Professional in the U.S. We urge you — to fill-in the folder Order Form while it is before you. Each year we must return orders reaching us too late for delivery. If you failed to receive your folder — write:

"Christmas Shopping"

GOLFDOM•

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