

# It pays to advertise

by Ernest Fair *Club pro merchandisers add sales with small but effective news ads for Xmas. Use these "DO's" and "DONT's" to prepare your ad.*

copy points highlighted in the accompanying "DO's" box.

Layout is the second important factor in creating an ad that sells and should be handled by an artist if the budget permits. However, for the club pro who has neither the money nor the artist, and who in fact has never placed an ad in a newspaper, professional help is available at no extra charge. He merely has to call his local newspaper, and they will have a sales representative make up the ad for him.

Good Christmas season business (as well as year round business) results from skillful application of many merchandising principles, not the least of which is effective newspaper advertising.

Here are good, tested ideas, used by golf merchandise retailers in the past. Each one can be used with equal success by other club professionals. All of the ads illustrated with the article contain at least one or more of the eight



## LADIES ...

### Surprise Your Golfer With A HARRIS-CONLEY

# GIFT CERTIFICATE

## THIS CHRISTMAS

Let him redeem it for the Apparel or Equipment he desires!

MERCHANDISE CERTIFICATE      DATE \_\_\_\_\_

No. \_\_\_\_\_ *Harris-Conley Golf Shop*      909 2ND AVENUE • SEATTLE, W.N.

This Certifies That there has been deposited with us \_\_\_\_\_ DOLLARS \$ \_\_\_\_\_

which upon presentation of this Certificate will be redeemed in MERCHANDISE as the bearer \_\_\_\_\_ may select

HARRIS-CONLEY GOLF SHOP  
by \_\_\_\_\_

- Certificates may be for any amount.
- Certificates may be redeemed at any time.

Come in or mail order blank today!

# Harris-Conley

## Golf School and Pro Shop

909-2nd Ave.      MA 4-8361

PLEASE SEND A GIFT CERTIFICATE!

NAME to Appear on Certificate .....

MAIL TO:

NAME .....

ADDRESS .....

CITY..... STATE..... ZIP.....

Harris-Conley, Seattle, Wash., presented an excellent method of promotion of gift certificates, point seven, (which should never be neglected as part of the overall holiday merchandising schedule). The suggestion, was carried through with two suggestions, i.e., "Certificates may be for any amount," and "Certificates may be redeemed at any time." An important part of this ad was the incorporation of a coupon for ordering. The indirect appeal, point eight, was the technique used to tie in the gift certificate.

## DO's

Here are some basic ideas worth incorporating or stressing in your ad, whenever they may apply.

At least one of the following points was emphasized in each of the ads accompanying this article.

1. A wide price range so that you appeal to budgets of all customers
2. Credit card charges available
3. Free merchandise offered with certain purchases
4. "Specials" on sale
5. Promotion of sale theme, ie. "Xmas buys"
6. Services available without charge such as gift wrapping
7. Gift certificates
8. Indirect appeal, ie. to the golf widow

## DONT's

Here are some common wrongs that experienced advertisers should watch out for.

1. Don't overcrowd your copy. Advertisers tend to try to get too much into their space and wind up with a confused mess.
2. Don't leave out credit cards that you honor.
3. Don't advertise specials to get people into your shop if you have a very limited supply for the sale. People sour on you.
4. Make sure your sales help is aware of the ad or sale. Nothing is more frustrating and embarrassing to the customer than having to explain the ad.
5. If you expect your ad to reach new customers, don't forget to put your store hours down.



**Gift Suggestions for the Golfer!**

GIVE THE BEST!  
WE HAVE ONLY TOP-LINE PRO EQUIPMENT!

**SPECIAL NOTICE:**  
We will be open EVENINGS until 9 p.m. Dec. 11-13-15-18-20 22-23 for your Christmas shopping convenience.

You Can Fill Your Gift Needs From This Handy Check-List!

- Golf Sweaters for Men and Ladies • Golf Shoes
- Rainwear • Golf Bags • Club Covers • Gift Pack
- Golf Balls in 6 or 12 • Bag Boy Golf Carts and Accessories • Woods and Irons • Putters and Wedges
- Gift Boxed Sox, Hats, Caps, Gloves • Handwarmers and lots of other stocking stuffer smaller items! Gift Certificates too!


Free Gift Wrapping and Mail Wrapping

USE YOUR BANKAMERICARD TOO!

**McNary Pro Shop**

6405 WHEATLAND RD. NE PH. 585-GOLF

McNary Pro Shop, Salem, Ore., rather than promoting any sales, gave special notice to the times that it would be open during the shopping season. It also gave prominence to its free services—point six. The shop's credit card affiliation was indicated too.



**MAKE THIS A GOLFMAN'S CHRISTMAS**

**GOLFERS CHRISTMAS SPECIALS**

**Velour Sweaters** Reg. 14.95 **Now 8<sup>95</sup>**

Ben Hogan All weather **GOLF SHOES** MEN'S **\$15<sup>95</sup>** WOMEN'S **\$13<sup>95</sup>**

Top Pro Line **GOLF BALLS** NOW **\$12** PER DOZEN REG. 1.25 ea.

**Bag Boy Carts** from **\$19<sup>95</sup>** to **\$39<sup>95</sup>**

One ball free on presentation of this ad! Offer good until Dec. 25, 1967

**FREE ALMA GOLF COURSE**  
445 West Alma (Across from Elks Club)

**FREE HEAD COVERS** with bag purchase of \$17 or more

Alma Golf Course, San Jose, Calif., pushed points one, three, four and five—offering a wide price range, free merchandise, specials and suggesting that the reader should "Make this a Golfman's Christmas." The latter two contained suggestions that fall into the line of accessories for the golfer. Since he uses and wears those items out regularly and is therefore usually in the market for them, they were "Xmas specialed" as a come-on. As an extra inducement to the reader, one free ball was offered for presentation of the ad prior to December 25. Another inducement was free head covers with any bag purchase of \$17 or more.

All of these examples can serve as starters or for references to create even better ideas and promotional approaches for selling golfers. □