

# Where does a pro go for lessons?



## To his own mailbox.

That is, if he wants a lively, profitable soft-goods operation in his shop. Etonic's *Golf Professional Course In Soft Goods Merchandising*—newly updated and completely revised to include the latest techniques—spells out everything a pro should know about selling golf apparel and golf shoes. In a simple, practical, six-lesson plan you'll discover all the time-tested, proven practices of face-to-face selling; and learn the axioms of good management—from what to stock to how to pay for it. There's an essential lesson on the materials and construction of shoes and

apparel—and how to use product features in selling goods. Besides valuable pointers on advertising, publicity and public relations.

2000 professionals have already taken the course...declaring it an invaluable aid in training assistants and an excellent basic course in selling golf shoes and apparel—the biggest money-makers in the pro shop.

The cost: \$25 for lessons, binder and diploma...refunded as merchandise credit upon successful completion of the course. Interested? Send in the coupon and start checking your mail-box!

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## Etonic®

Charles A. Eaton Company  
Brockton, Massachusetts 02403

Please enroll me  my assistant  in the Etonic Golf Professional Course in Soft Goods Merchandising.

I enclose \$25  Bill my account

Name \_\_\_\_\_ Account Number \_\_\_\_\_

Club or Course \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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