

Father's Day Offers Pros a Path to Added Sales

ALERT pro merchants are going to take advantage of the selling possibilities of Father's Day this June.

Two weeks before Father's Day last year a brainy pro in New York state put up in his shop a sign which read:

WHAT ARE YOU GOING
TO GIVE DAD
ON FATHER'S DAY?

He'd enjoy and brag about that new set of golf clubs he wants, but that he hasn't bought because he is always so busy giving to his family.

The sign sold 10 sets of woods and 6 sets of irons by reminding wives that the pa had a big present due him.

British Pro Requirements Under Fire—

Daily protests are appearing in the golf columns of English newspapers over the British PGA's requirement for membership in the association, which is an apprenticeship of five years. This regulation bars such stars as Jack McLean, Bobby Locke, the brilliant South African golfer who has recently turned pro, and several other strong challengers from competing in important professional events.

The "Sports Trader," British trade paper, sides with the PGA in the argument, saying in a recent issue: "We side with the PGA, membership of which brings with it many privileges, and this clause in the rules and regulations ensures that only men who know their job from A to Z, apart from playing, enjoy them. It is hard luck on Locke, McLean, and company, but one has to serve similar periods of apprenticeship in other professions, ranging from accountants to engineers, so why not golf?"

Golf Stronger in Mexico—Al Espinosa, who celebrated his return to his spring, summer and autumn job at Portage CC (Akron, O.) with an ace on the 129-yard third, had his best season at the Mexico City CC since becoming connected with the famous club in the sister republic to the south. Al forecasts that Mexico eventually is going to register strong as a winter golfing territory for Yanks.

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