

PGA in New Women's Event

PROS have a fine chance in 1936 to register still stronger in the promotion of women's golf. The opportunity comes in a national women's tournament, sponsored and financed by Pictorial Review, one of the foremost women's magazines of the country. Pictorial Review's circulation is in excess of 2,000,000.

Recognition of golf as a means of stirring women's interest in a lively way comes for the first time from a women's magazine of big circulation in this Pictorial Review event. If the pros make this tournament a conspicuous national success it will serve as the finest sort of demonstration of their constructive power in the game.

Originally the Pictorial Review tournament was to be conducted by the Pictorial Review staff in association with newspapers owned by William Randolph Hearst, who also owns Pictorial Review.

Herb Mayes, editor of the Review, is a friend of M. H. Heyman, Penfold's American chief, and told Heyman of the tournament plans. Heyman suggested that the PGA cooperation be enlisted because of the constructive interest pros are taking in women's golf development. Mayes agreed with Heyman's hunch and went into a huddle with the pros organization's officials.

\$3,000 Prizes for Pros' Women Players

In announcing the event to sectional PGA presidents and all members, George Jacobus, national president, wrote:

Pictorial Review, widely read women's magazine, will sponsor a Women's National Golf Championship next spring. Arrangements have just been completed with the Editor to have this Championship conducted under the auspices of the PGA. Accordingly, instead of one national event there will be one championship held in every PGA Section simultaneously on Thursday, May 21st, which will be open to all women who are members of clubs with which PGA members are connected.

Winner in each section will receive a gold medal and other attractive prizes will be given. Pictorial Review is furnishing \$3,000 for the purchase of these medals and prizes; division of the sum will be based on the number of PGA member clubs in each section.

A qualifying round will be played at each PGA member's club on Thursday, May 7th, to determine the women to rep-

resent each club in the sectional championship proper. A medal will be given to the low qualifier in each section.

You personally are to conduct the qualifying round at your club and are to certify and enter the low qualifiers in your sectional championship. The number of places allotted to each club will be determined at a later date when the number of clubs entered from each section is ascertained.

Here is a chance for you to offer your women members an opportunity to enter a national championship, backed by an extensive national publicity program. By conducting this championship sectionally, awarding prizes in each section, a greater number of women have an opportunity to win prizes. Properly handled and presented to your women members, this should be a tremendous stimulus to golf among the women of your club. Keep the event constantly before them. Tell them to watch for the announcements concerning it in Pictorial Review and get as many entries as possible, as early as you can. Impress upon them that they are enabled to participate in this event because of your PGA membership.

Up to Pros to Put Tourney Across

The success of this championship lies entirely in the hands of yourself and other members in your section. You cannot afford to pass up this opportunity of receiving credit for conducting successfully such a prominent and important event. This is a chance for the PGA and its members to reap the benefit of one of the finest events ever sponsored for the promotion of golf among women, which you know is a fertile field and in which, up to this time, the PGA has not taken an active part. Its success will add much to your standing and prestige at your club, as well as to the prestige of your profession in your section. Most important of all, it will increase tremendously interest in golf among the women in your section, from which the profession and the game itself will greatly benefit.

Pictorial Review is tying up with the leading newspapers throughout the country for a gigantic publicity campaign.

Every section will receive a tremendous amount of newspaper publicity and the magazine itself will carry announcements as to the site of each sectional event and all details pertaining thereto during the fall and winter months. Throughout the entire campaign the professionals and the PGA will receive credit for conducting the championships, which will benefit each and every one of us.

If the 1936 championship is a success, it will no doubt be made an annual event.

Remember, you are solely responsible for the conduct of the qualifying round at your club and your sectional PGA is solely responsible for the championship in your section. Pictorial Review has put us in complete charge of this event and we must show them that the PGA is the logical promoter of golf events and that any enterprise which it undertakes is assured of success.

Further details and instructions for conducting the qualifying rounds and the championship proper will be forthcoming as the date draws nearer. In the meantime, keep the event before your women golfers and help your sectional association to make proper plans and preparations for so promoting and conducting this championship as to make it a tribute to the ability of the profession.

Please advise on the enclosed postcard whether you wish to enter your club in this event and if so, the approximate number of entries you will have in your qualifying round. Both the qualifying round and championship proper will be conducted on a handicap basis.

With your best efforts, co-operation and support we will put this event over in such a grand manner as to be a credit to our profession and our association. Can I count on you?

Open Displays Open Players' Purses, Says McLeod

By FRED E. KUNKEL

POPLE living in glass houses should not throw stones, might be equally applied to pros who house their merchandise in glass cases, because they may expect to have their show windows broken," says Fred McLeod, pro of the Columbia CC, Washington, D. C. "Glass cases are all right if people don't get to swinging golf clubs. The only thing we put under glass are such things as golf balls and other merchandise to which caddies might glue their fingers. And we only have one glass display case in the shop.

"By placing clubs in open display racks there are also other advantages. They are easier to get at and handle by interested

players. Matched sets on display frequently sell themselves, just through handling, and seeing them there every time they come in.

"There is a dollars and cents value to the effective display of golf clubs and all golfing accessories. A good display is a sales stimulant. I do not clutter up my golf shop with displays so that the customer has a hard time to decide what to buy. A few good displays, placed in a strategic position in the golf shop, are silent salesmen who direct traffic in the direction of the cash register.

"While players are in the golf shop they naturally look around and the thing that catches their eye will win attention and possibly induce a sale. It is human nature."

Mr. McLeod has been with the club for 23 years. A year ago the club built him a new pro shop and heated it with oil heat. He finds a growing demand for club covers, because they keep woods in better shape. There is no rubbing in the bag or friction to mar the beauty and attractiveness of the head. The covers are colorful and catch the eye of the golfer as they expose their attractiveness in the glass case.

"Good displays help to sell the golfer," continued McLeod. "If he is not sold immediately he carries the idea away with him and when he comes back the chances are he is ready to buy.

"With a nice glass display, while it is plainly visible, the prospect might not even be interested but get him to swing a golf club or to handle any merchandise on display and he is immediately tempted to buy, whether it be golf tees or golf balls or anything else in the shop. With the open display you can double your sales.

"Take golf balls at a special price, say three for a dollar, on top of glass case. Instead of buying them at a chain drug store or other place where they are sold at the same price, they will buy from the golf shop.

"It is worth twice as much to have a special display of this kind on top of the case as within the case. It will repeatedly sell twice as much of a given item. Of course, since the top of the display case is far the most valuable the temptation is always to use the top to such an extent as practically to kill the item displayed. That is why I use the top of the case sparingly and only for special features I wish to promote."