

TONY MANERO and Johnny Revolta are picking up some returns on their titles as a result of a flying trip to South America, to which they were invited by the Argentine G.A. The association advanced its Open championship dates to allow Tony and Johnny to participate and is guaranteeing them expenses and a good profit from their tour.

Expansion of the field for American pros titleholders is definitely the result of the work the PGA tournament bureau has done in the Argentine, Australia and Japan and eventually should add greatly to pro champions' income. Bob Harlow, PGA tournament bureau manager, already has made overtures to Japanese authorities for getting a big team of Yank pros into Japan during the Olympic Games year 1940.

PROSPECTS of more first-class pro jobs and operation of more municipal courses as lively, enterprising public utilities appear as a result of interest the WPA has begun to take in the operation of golf courses constructed with WPA funds.

Correspondence and interviews between WPA authorities, George Jacobus for the PGA, and GOLFDOM indicate that the issue is hot.

It is important that municipal golf gets excellent character of pro service, due to the vast amount of work and responsibility involved in extending the value of the many courses throughout the communities in which they are located.

PAT McDONALD, pro at Rolling Green CC (Chicago district) has one of the most attractive pro magazines for members that we've seen. It's called "The Pat McDonald Golf Service Bulletin." Printing costs Pat \$10 a month. The four-page job is enclosed with club statements.

Pro department and member news, cad-die information, instruction tips, announcement of events and a full page ad on a club and bag sale comprise contents of the pamphlet.

FIRST issue of the Ohio PGA News sets a high standard for PGA sectional publications, which are growing in popularity and service as media of internal news. The Ohio PGA publication shows fine editorial balance, lively news and a hearty cooperation between the members and Grange Alves, pres., and Capt. Charles Clarke, sec.-treas., who prepare the publication.

GOLF'S MARKET PLACE

CHRISTMAS, 1935, pleasantly surprised many pros who made more than a stab at selling golf equipment as Christmas gifts. Fellows who had been working on the Christmas trade for years with spotty success finally broke into business that in quite a few places made December the year's third best month for golf selling.

Indications for golf gifts look great this Christmas and warrant foresighted and energetic push by pros who stay in the home town until after Santa Claus steps to the tee for his one round of the year. General business is improved and so is the spirit; consequently the yen for Christmas giving has returned. Golf balls in Christmas boxes have been increasing in popularity as gifts and the idea of giving good sets of clubs to adults and juveniles is set for making the gladsome Yuletide clink of the silver ring out for pros.

Stores grab a lot of this business despite the pro having the best "in" in the world. Pros who will circularize, visit and telephone their members with all the energy retail merchandising requires ought to cash in this Christmas. GOLFDOM's survey shows that the sets of golf clubs in bag racks at clubs average older than three years, so there is logical reason for golf clubs as Christmas gifts.

Manufacturers have supplied plenty of Christmas gift helps and trimmings for pro merchandising. Here are Christmas selling set-ups provided by manufacturers who've told GOLFDOM of their plans. Other of the leading manufacturers who are not reported here will furnish information regarding their Christmas merchandising plans to pros who will write them.

U. S. RUBBER CO.—Four special US Royal gift attractions already have received pro O.K. to the extent that the US Rubber Co. urges pros to place their US Christmas package orders in plenty of time to assure delivery before the eleventh hour. Policy the US company has followed on the Christmas packages has been to make the containers useful and ornamental so they'll be used at homes and offices after the balls have been taken out. The idea has kept US Rubber golf ball Christmas business steadily on the increase with pros. This year the US Rubber Co. golf ball dept. presents:

A very attractive gold, red and black Gift Package containing one dozen US Royal golf balls.

A similar package containing six US Royal golf balls.

A handsome Red Lacquer Cigarette Humidor containing four US Royal golf balls.

An unusually attractive Cigar or To-