

Jaycees National Tournament Great Event for Juniors

The third National Junior Amateur championship held at the Lincoln CC (Nebr.) Aug. 3-8 under the sponsorship of the United States Junior Chamber of Commerce and its affiliated organizations drew 160 participants from 38 states and the Dist. of Columbia, doubling the field over the previous year.

Gene Littler, San Diego, Calif., runner-up in the 1947 event, won the championship and together with Don Whitt, Bud Holscher and Bill Casper helped win the team championship for Calif. Tom Matey, Warren, Ohio, won medalist honors with a 145 on the par 72 course playing the first day in the rain which had prevented any practice rounds by the early arrivals.

Reports by local and state Jaycee chairmen indicate the field for the national event represented upwards of 10,000 eager young golfers who participated in local, district and state tournaments. Iowa led other state tournaments with a field of 147 from 8 districts. Ohio had 67 from a field of near 600 entries. Minnesota qualified 4 from each of 11 district events in which over 500 participants entered. Little Conn. had more than 100 participating. These figures are the first of a tabulation of what Jaycee officers expect to approach a total of near 10,000 boys for which local and state Junior Chambers have provided active competitive stimulus in the greatest carry-over sport of the day.

PRO MERCHANTS

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around, which means keeping abreast with the best buys both in quality and prices. They know what the various manufacturers are putting out, etc. Of course buying in large quantities as they do they of course get lower cost prices. This being the case makes it doubly hard and doubly important for the pro to keep shopping around for supplies.

"As a little illustration I located a wholesale house where I buy a particular type of shirt for approximately $\frac{1}{4}$ less than what I had been paying and to top it off the new shirt was better designed. This cost price was naturally reflected in my retail price.

"If the pro can supply quality merchandise at a comparable price that would be paid in town he acquires the confidence of his members who in turn usually are only too glad to make their purchases in the shop. Even if a pro is not in a position to carry a large stock he can at least have a little variety both in merchandise and equipment. This is

often wiser as he can constantly freshen his stock with new equipment and merchandise as he sells."

Never let it be said that the canny Scot influence hasn't benefitted pro merchandising. Consider Alex Campbell, pro at Sunnyside CC, Waterloo, Ia. Alex found the answer to the problem of extending the selling season by coming quickly to the conclusion that what members didn't see they wouldn't buy.

He says, "Much of the blame must be placed on pros themselves for shortening of the buying season. Some of them are so worried about having to carry merchandise through the winter they absolutely refuse to keep a full stock after midyear. Just look at the bare shelves as evidence!

"My members buy all through the year. Instead of cutting down my stock in mid-year I vary it all I can, adding new merchandise."

James K. Thomson, pro-gkpr., Mohawk GC, Schenectady, N.Y., does a long season business. Jim credits part of the increased volume to general improvement in golf business and pro merchandising. He remarks that more golfers now than ever before are playing which is plenty of incentive to livelier pro shop merchandising. Then he notes that the shops have been made much more attractive to buyers and members have been educated to know they can get practically all of their golf requirements at the pro shop at prices which are in line.

Seed Sales at Pro Shop

Jim did a big business last spring giving lawn advice to members and keeping a supply of seed in his shop. The combination of expert service and lawn material picked up a volume that points a new source of income to active pro-green-keepers.

Thomson always tries to push some novelty according to the time of the season. This continues from spring through fall when he gets to work strong on Christmas business.

He declares, "By keeping the pro shop in the minds of members you educate them to realizing that it's a pleasant and convenient place to shop. I make bids for Mother's day, Father's day and birthday business and work conscientiously in supplying the best merchandise within the budget as prizes for events played at the club.

"We have had a big year here although weather hasn't been too favorable. We have a lot of golfers. It's the club's 50th birthday and my 30th year at the club. In celebrating the club's 50th birthday I have increased my business 50%