

although one might think, offhand, that store competition in the large cities would keep pro shop business from showing much of an increase. Our guess is that smart choice of merchandise and attractive display in the larger clubs made the pro shop more of a style center and the smaller shops couldn't solve the problem of spotlighting the merchandise in a strong selling way.

Club sales at most reporting shops were up but not as much as the increase in play. Numerous pros reported that decided increase in women's play accounted for much of the total increase in the number of rounds played. Last year was an especially good one for club sales and in some instances that we happen to know quite well, the explanation for pro shop club sales not being up to 1951 figures was because the pros really shoved the clubs into the eager, ready-cash buyers in 1951. No getting away from it; trade-ins are growing as a factor in pro grade club sales. The reconditioned clubs are helping pros meet competition of the low-priced lines, too.

Christmas gift business is growing big. One pro explains his Christmas sales campaign by saying "We've got to eat all year." Another explains that he's found Christmas golf goods sales campaigns are well timed because people are in a spending mood, wondering what to buy and don't have heavy bills for drinking and eating and caddy charges at the club hanging over them.

Pro's Books Tell Clear Story of His Business

A professional whose outstanding community service and community advertising at a city golf course is nationally recognized breaks down his accounting so he can see what his income is per player.

This method of watching his revenue he says not only helps him to see quickly and clearly whether he and his staff are on the job in getting the revenue he must have to give complete and excellent service but it is a check to see if costs to the players are getting out of line.

In a very good month with about 10,000 rounds played, his average sale of merchandise per player was around 75 cents. The additional average revenue per player from repairs, practice range, cart and club rentals was approximately 20 cents per player. The total revenue about 95 cents a player looks very bright until the pro's investment in merchandise and equipment, salaries, insurance and other operating expenses per player are considered. Then the net profit of endeavoring to give a close approach to private club service to public course players is very moderate. The net is small enough

to keep the pro constantly reminded that he has to watch all expenses of operation. The net also is low enough to keep the pro reminded, he says, of the necessity of doing everything possible to promote a large volume of play.

Other figures on the per player basis indicate that at many of the best operated public courses, as well as at private clubs, expenses that are strictly for golf are lower than for the other items such as beverages and snacks. Because of rapid turnover the investment in stock of this merchandise is much lower than the investment usually required in pro shop stock.

Another professional gets a vivid picture of the financial part of his operations by figuring how many sets of clubs he has to sell to have the net profit pay his shop stock fire and theft insurance premiums, or how much of anything in his shop he'd have to sell to have the profits pay certain items of operating costs. He's got his average net profit figured out pretty accurately.

Gibson Leaves PGA to Book Stars

Bob Gibson, for past 3 years publicity director and magazine editor for the PGA, has resigned effective Dec. 1 and will handle exhibition bookings and product endorsements for National Open Champion Julius Boros, PGA Champion Jim Turnesa, Jack Burke, Jr., Ted Kroll, Dave Douglas and Doug Ford.

In addition, he will arrange all booking for trick shot artist Paul Hahn, who last year appeared in nearly 300 cities with his one-man show.

Gibson, a former Dayton, O., and Pittsburgh, Pa., sportswriter, will establish an



Paul Hahn (L) signs with Bob Gibson.

office in Chicago. Wm. B. MacDonald, Chicago industrialist, who will sponsor the International Four-Ball Matches at Miami Beach December 17-21, has contracted with Gibson to act as public relations consultant for that event.

Gibson's successor to be named soon.