

many tips on what would make sales at Christmas.

The growing importance of women's business calls for extra study and effort. Pros generally see that women's golf clubs are bought as gifts by the women's husbands. There's a tremendous market for women's equipment and accessory Christmas business.

The sportswear Christmas gift business for members' kids also has proved to be the source of big sales. The kids' golf club advertising also produces, at a lot of clubs, considerably more sales at Christmas than at any other time of the year.

Study of what playing equipment is going to be new in the market, and information on the new golf fashions, are essential in planning a successful Christmas gift campaign. Before long the manufacturers will have advance information on 1954 products available for pros.

Pros can't wait and go after Christmas business on a catch-as-catch-can basis. If

they do, the alert stores get the gravy. One store using golf bags as a Christmas gift feature sold more than 1500 bags. Most of them were sold to golfers whose business pros could have had with smart, special effort. The pros don't want to let that sort of business get away from them; it takes other golf business along with it.

Wipe your sweat off, as tired as you may be from late summer work, and start planning ahead right now for your Christmas business. It can show you a big profit, and what's especially good about it is that most of it is added business—sales that you otherwise might not make.

In September GOLFDOM there'll be more on the Christmas pro shop gift campaigning. Professionals who want to help their members get the right answers to Christmas shopping problems, as well as make a profit that will finance his off-season vacation and add to his bank balance, will make use of this selling help.

WHAT CHRISTMAS SALES IDEAS PAID OFF FOR YOU?

GOLFDOM wants to help all golf professionals get the public into the habit of making the pro shop a top spot for Christmas shopping.

So will you please send us copies of letters or other advertising material you used effectively in your own pro shop Christmas sales campaign last year? We want to print the material in GOLFDOM and help the live businessmen pros with an exchange of ideas pointing toward this year's Christmas selling opportunities.

Many thanks for your help in promoting a multi-million dollar Christmas gift business in pro shops.

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Mass. Ten Weeks' Turf Course Starts Jan. 4

Twenty-fourth annual 10 weeks' winter school for turf managers, conducted under the direction of Prof. L. S. Dickinson at University of Massachusetts, Amherst, will be held from Jan. 4, 1954 to March 12. Many supts. of famous golf courses are among the 390 graduates of this winter school.

As the course is limited to 25 men annually, all applicants are carefully screened on basis of experience and schooling. Final selection of candidates is to be made Nov. 2.

Final two days of the course, March 11 and 12, will be date of the annual Massachusetts turf conference.

Additional details of the course will be released later.

Information regarding qualifications may be secured from Prof. Dickinson at University of Massachusetts.

Celebrities Play to Pay for Caddie Tourney Prizes

The caddie will be king on Aug. 17!

On that date celebrities from throughout the United States will gather at the Scioto Country Club in Ohio's capital city for a benefit golf performance that will help provide more than \$5,000 in college scholarships for more than 100 boys who will begin competing in the National Caddie Tournament the next day.

That evening in Columbus, Paramount will stage the world premiere of its latest Martin and Lewis picture, "The Caddy," with Dean and Jerry both scheduled to be present. The boys will also be on the first tee when fellow-celebrities begin teeing off in the afternoon.

Proceeds from the premiere will be turned over to the National Caddie Association, and officials of that organization indicate they are in favor of turning over some of the proceeds to the PGA to help

defray the expenses of this year's Ryder Cup Team.

This 8th annual National Caddie Tournament is a joint project of the National Caddie Association and the Professional Golfers' Association of America.

Boys who come to the tournament are qualified locally by more than 30 newspapers and PGA sections throughout the nation. While in Columbus they will be quartered at the Ohio State University Tower Club, located in the southwest corner of Ohio Stadium.

James A. Rhodes, former Mayor of Columbus and now Ohio's Auditor of State, is founder and president of the National Caddie Assn. Assisting him locally will be Kenneth Hoag, as chairman of the "celebrities" tournament and Sam Nicola as chairman of the caddie event.

GOOD SHOP ASSISTANTS

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aspirants to consider:

"Before, or even after, I hire an assistant, I expect him to visit club-making and ball-making factories — and to study thoroughly the methods of producing golf's merchandise.

"If you know how it's made, it's much easier to sell it properly, understand what you're selling and to make simple repairs."

Since Southern California is very strong in the Junior PRO-motion of golf, with Lake, now National chairman for the fifth straight year, and Robinson heading a new Southern California Junior Association, with Oakley and Bassler staunch supporters, it was unanimous that much of the future of pro golf business lies in junior golf — but that all pros should strive toward impressing upon the kids that a well-balanced education **MUST** come first.

"Too many kids," Oakley remarked, "think that just because they can whale the daylights out of a golf ball they're good material for the PGA, or for a job as a shop assistant."

"Sure, they must have sound ideas on club swinging if they ever expect to teach, but before they ever get to that teaching stage they've a shop apprenticeship in work, and much business knowledge to assimilate."

Vic Baker thought, too, that an assistant who wanted either to get a job, or wanted to better himself after getting one, should "get around, associate with golfers not only of his own club but others as well.

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