

Start Sales Campaign Early for Christmas Business By HARRY ADAMS

EVERY year more and more Golf Pros are keeping their golf shops open for Christmas business. Today's modern golf shop is no longer just a place to have clubs cleaned and stored but a fine exclusive store with the finest of sports apparel for both sexes, including Junior, plus a complete line of golf clubs, balls and bags by leading manufacturers. Realizing the terrific amount of money spent every Christmas in retail stores, the aggressive professional is going after his just share of this business.

The following are a few of the approaches used to gather in this business.

1. All ball manufacturers have fine Christmas packages of six or twelve balls.

2. Personalizing of golf balls by placing the player's name on each ball (at no additional cost).

3. All companies have folders, shop-cards or a small brochure that can be mailed or placed in the lockers.

4. A letter to the membership outlining the plan to keep open for Christmas, plus a story of what he has to sell.

5. Nearly every club has members who are executives of industrial plants or connected with the sales departments who are obligated to some of their valuable accounts for Christmas gifts. The proper approach to these men could lead to considerable volume in balls, clubs, etc., not to mention that they would be grateful to the pro for doing their Christmas shopping for them.

6. Last, but not least, the terrific increase in women's golf opens up a newer and bigger market for Christmas sales. Many husband and wife golfers could well exchange golf gifts instead of the horrible necktie and costume jewelry and don't forget that mama controls the family purse strings. Be sure to contact the ladies. Pop would like nothing better than to do his family Christmas shopping for his wife and Junior with one stop service at the pro shop.

Most pro's start their Christmas selling in late September to insure delivery of all goods in time. Don't wait! Start now.

Point Clear Sets Senior Invitation, Jan. 5-7

Lakewood, Grand Hotel's magnificent course at Point Clear, Ala., will stage its first invitation tournament for seniors 50 years and older, Jan. 5, 6 and 7. Play will

be at 54 holes in three divisions.

Following the tournament at the famous course bordering Mobile Bay the contestants and their wives will attend the Senior Bowl football game at Mobile, Jan. 8.

Pros whose seniors desire an invitation should write for particulars to Andy Mortimer, pro, Lakewood GC, Point Clear, Ala.

HELP BURTON RESEARCH



Grau photo

Middleman of this husky team is Dr. Glenn Burton, famed turfgrass scientist of Tifton, Ga. On Glenn's right is his son Tommy, 13. The son who is bigger than Pappy is Bobby, 16.

The lads have been helping Burton and Robinson maintain the plots at Tifton for several years. They haven't got rich on the job but they've really been big helps in enabling turfgrass research at Tifton to be carried on with a limited budget.

Turfgrass experts who've been at Tifton say these two kids know more about fine grasses and their care than any other two youngsters in the country.

Lady Pros Disapprove Calcuttas

LADIES' PGA at its annual meeting in Evanston, Ill., Aug. 2, issued statement of its policy on Calcuttas:

"Though the LPGA recognizes its inability to control Calcutta pools, the membership does not approve or endorse the use of such gambling devices in conjunction with its tournaments."

With the 24 members of the LPGA officially aligning the organization with the USGA against the high-rolling gambling, those who are campaigning against tournaments becoming an instrument of gambling hope the PGA may declare its position on the subject.

Mildred Zaharias was re-elected pres. of the LPGA; Betty Jameson, vp; Betsy Rawls, secy.; Betty MacKinnon, treas.; Beverly Hanson, publicity chmn.; and Betty Hicks, tournament chmn.

The girls have 30 tournaments with \$160,000 prize money in prospect.