



New 35mm color sound slidefilm, *Par for the Pro Department*, combines artwork and photography for a colorful, compelling presentation of successful pro shop operation. (L) Title frame of the new film. (R) Jimmy Starr, the successful professional star of the film, is shown here with woman customer in scene taken from the film.

New Film Points Way to Profits for Alert Pros

SIXTY million dollars in prize money will be at stake in pro shop merchandising this year—more than 60 times the total prize money tournament pros will play for in all major and minor golf events this year!

To meet this compelling challenge the PGA Educational Committee, has produced a 35mm, color sound-slide film "Par For The Pro Shop," a down-to-earth, hard-hitting picture story of what makes a pro department operation pay off for the professional, for his staff and for his golfers.

Fifteen prints are now available for bookings through the national offices of the PGA in Chicago and a separate booklet, reviewing the material contained in the film in printed form, is now being prepared for distribution through the PGA.

Actual examples of successful pro shops in operation are included in the film together with details on the selling techniques and service methods employed by successful business men professionals in cornering their share of the big growing country club market.

The film pulls no punches in describing the familiar problems and complications of the average pro operation in terms that every golf professional will recognize and appreciate. More important, it lists the eighteen basic factors that must be in-

corporated into any pro operation to produce steadily increasing profits.

The original idea for the 30 minute film was proposed by the PGA Educational Committee last year, headed by Chairman George Lake and was enthusiastically endorsed by sales-wise golf equipment manufacturers who agreed to pick up the tab through the National Golf Foundation.

No time was lost in getting into production on the film. Dallas Jones Productions, Inc., producers of the popular "Keep 'Em On The Fairways" film for the National Golf Fund, were given the go-ahead and worked with the PGA Educational committee in preparing the script, setting shooting schedules and selecting picture locations.

Because the main theme of the proposed film consisted of presenting the experience of successful pro shop operations for the benefit of all professionals in all sections, actual pro shops had to be selected for pictures. Unfortunately, the shooting schedule was set for a time of year when many northern and eastern pros had closed shop for the winter, making it necessary to rely on the southern and western operators for picture locations. This was done to make the film available for the annual section meetings in the spring of '55. However, the merchandising and service experiences of golf

professionals in all sections of the country were studied and included for use in the film.

Herb and Joe Graffis, publishers of *Golfdom Magazine*, were consultants in the preparation of the film and on completion of the project, suggested that "Par For The Pro Shop" could do a terrific additional job in creating a better understanding between the pro and his club officials, if the officials were given an opportunity to see the film.

Advance bookings have already been made by some PGA Sections to show the film to members at annual spring meetings. Bookings should be made through the National PGA Offices, Room 1024, 134 South LaSalle Street, Chicago 2, Illinois.

Hopkins Gives Trophy for World-Wide Individual Event

A NEW international trophy will be placed in competition during the international championship at the Columbia CC, Washington, D. C., June 9 through 12.

John Jay Hopkins, founder and president of the International Golf Assn., is

the donor of this trophy which will honor the player with the best individual score. The Canada Cup will continue to honor the country whose two-man team produces the best combined score.

The championship in June will be conducted along the same lines as last year, with the addition of the new individual competition. An effort will be made to increase the number of countries which participate.

PGA Sections Plan Spring Business Meetings

ALMOST every PGA section is planning a big spring business meetings. Sales and teaching programs and salesmen's displays and the first showing of the PGA Educational committee's new "Par for the Pro Department" slide film will feature the gatherings.

Among those widely announced are the New England section meeting and dinner, April 11, with Cary Middlecoff putting on the clinic; the Indiana section, April 11 and 12 with Toney Penna presenting the clinic; the New York Metropolitan section, April 25 at the Park Sheraton, and Illinois section, April 18.

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