

ing that pros using the book had a Christmas sales increase averaging about \$10 per book used, and that million dollar increase over 1953 pro shop Christmas gift business is a fine demonstration of what pro businessmen can do with the right sort of advertising aids in customer service."

Joe also comments:

"Letters and interviews show beneficial results of the 'Christmas Shopping At Your Pro Shop' book considerably beyond the highly satisfactory increased income from golf gift sales.

"Pros have told us the campaign so completely liquidated their late season inventories they will start 1955 in far better cash and inventory position than in any previous year."

The stimulation of the "Christmas Shopping At Your Pro Shop" publicity produced many productive sales tie-ups by the pros. Jim Fogertey, pro at Sunset Hills CC (St. Louis dist.) had exhibits of pro shop merchandise set up in the clubhouse Saturdays and Sundays prior to Christmas. Jim and his assistants sold a substantial volume to members and their guests for personal use and as gifts.

The liveliness and canny advertising of many pros this past Christmas was closely coupled with displays at shops, pro visits to homes and offices of members, telephone calls and all other elements of effective merchandising. It paid off!

Club Pro of Year to Get Harlow Memorial Award

A NEW AWARD to be given to the "Golf Professional of the Year" was approved by the PGA at St. Paul. This award, to a club pro, differs from the "Professional Golfer of the Year" established award which is annually presented to a playing pro.

Action responsible for the new award is the outcome of discussions by Richard Tufts, pres., Pinehurst, Inc., and Dugan Aycock, pres., Carolinas PGA. National recognition of a club pro has been mentioned as a possibility several times in GOLFDOM but was believed beyond practical attainment due to difficulty of selection of winners.

This difficulty has been solved by a plan which Dugan worked out and the PGA adopted. It calls for selection committees of men and women's amateur association officials and sports writers in each of the PGA's 30 sections. These committees will

make awards on the basis of

- Promotion of junior golf;
- Encouraging women's play;
- Service to his home club;
- Devotion of his life to the game of golf;
- Promotion of public relations;
- Tournament play locally;
- Interest in caddies;

All around service to the community of which he is a member;

Charitable endeavors for those who are handicapped or have suffered misfortunes;

Constant effort in improving his ability as a teacher.

From the 30 sectional choices a committee of 5 amateurs appointed by the PGA Executive committee will select the "Golf Professional of the Year."

The national choice will receive the Robert E. Harlow Memorial trophy. Money for the Harlow trophy, a tribute to a beloved and great builder of golf, is rapidly being raised. Checks should be sent to Dugan Aycock, Lexington (N. C.) CC.

Rehling Writes Book for P. E. Golf Teachers

GOLF FOR THE PHYSICAL EDUCATION TEACHER AND COACH. By Conrad H. Rehling. Published by Wm. C. Brown Co., Dubuque, Ia. 127 pages. Price \$3.

Rehling, golf instructor and assistant professor at the University of Florida, has drawn on his own successful experience and that of a number of professionals teaching golf at universities, in producing a good common sense manual.

He takes a middle road between the physical education specialist and the practical teaching pro in his building of a foundation for mass golf instruction.

Rehling, who started in golf as a caddy, is strongly influenced by the pros' experience in teaching. He goes at the technicalities of instruction in a sound way which few teaching pros can criticize in detail. He also applies P. E. teachers' methods which university golf coaches have found useful.

Tournament golf lost a notable new sponsor when Fred Miller, pres., Miller Brewing Co., died in a plane accident. Miller, brilliant football player and scholar at Notre Dame, sponsored the \$35,000 Miller High Life Open to be played at Milwaukee, July 14-17, beginning two days after the All-Star baseball game in Milwaukee County Stadium.