

## Act to Set New Record In Pro Shop Xmas Business

By JOE GRAFFIS

**T**HE million dollar pro shop sales increase in 1954 Christmas golf gift business that pros credit to their use of the "Christmas Shopping At Your Pro Shop" book will be far surpassed by pro shop holiday shopping this year.

That forecast is based on pro early response to the presentation of the second annual edition of the sales promotion book that added a lucky and highly profitable 13th month to revenue of 363 pro shops last year.

The initial production of the pro shop golf gift buying guide last year gave pros a basis for making a strong and successful drive for holiday shopping dollars. Many professionals reported they got considerable revenue from buyers, especially women, who never had been in their shops before.

Another phase of the golf gift sales promotion that pleasantly surprised professionals was the comment from buyers, after Christmas, about how the golf gifts were enthusiastically welcomed by the recipients. Obviously "Christmas Shopping At Your Pro Shop" created a great deal of new business for pro shops from customers who had been shopping catch-as-catch-can for Christmas presents for golfers.

### Created Steady New Customers

Professionals at private and pay-play courses also advise that continuing business, especially in sports apparel, has been very good from customers who found their way into pro shops as a result of the Christmas sales drive. Incidentally the absence of a parking problem when buying at a pro shop is a factor that pros found delighted women who had discov-

ered the pro shop as a fine retailing establishment.

Last year professionals told GOLFDOM that the "Christmas Shopping At Your Pro Shop" book should be delivered to them in September so they would have plenty of time for handling details of the sales campaign, getting a head start on store Christmas sales drives, and arranging for close inventory cooperation with manufacturers.

### Competition Staging Drives

The competitive drive to get the revenue pros seek from golf Christmas gift sales is being stepped-up next Christmas by an arrangement between sporting goods stores and departments and a national sports magazine. The specialized attractive pro-only Christmas gift guide gives the pro aggressive and powerful defense against this competitive campaign.

The close coordination between the leading manufacturers' pro shop lines and the authoritative and personalized merchandising position of the pro merchant is effectively presented by the Christmas shopping book. It is not only exceedingly practical as an aid to the gift shopper but a prestige item that classifies the professional among the most alert high class merchandisers and certainly the top qualified expert on shopping for the golfer.

The 1954 edition of Christmas Shopping At Your Pro Shop was intended to have a circulation of 40,000 copies. There were 106,500 put in circulation and some pro orders had to be returned because of the edition being exhausted.

The 1955 edition will be a minimum of 130,000 copies. At the rate orders for the

pro-only holiday gift sales booster are being received it is probable that the run will be around 150,000 copies.

### **A Pro-Only Sales-Getter**

The "Christmas Shopping In Your Pro Shop" book again will have the professional's name, club, address and other personalizing information on the striking front cover. New features based on professionals' experience with the book's sales-pulling power have been added.

Prices have been kept low on this exclusively pro personalized Christmas shopping guide, due to cooperation of leading manufacturers. On the average order for the initial edition it was estimated that all costs of getting and mailing the book were paid by the profit on less than \$150 of pro shop merchandise.

Members' favorable comment, as well as their increased business, convinced the participating professionals they got in "Christmas Shopping At Your Pro Shop" what they needed to make the holiday business very big, and without reducing their in-season sales volume.

Deadline for ordering the 1955 edition of "Christmas Shopping in the Pro Shop" is August 5. Full information on this sales promotion will be sent on request to professionals by GOLFDOM, 407 S. Dearborn, Chicago 5, Ill.

### **Clubhouse Planning Guide From Golf Foundation**

**H**AROLD CLIFFER of the architectural firm of Cliffer and Harrison, is compiling data secured in an extensive study of golf clubhouse design and construction made for the National Golf Foundation.

The checklist Cliffer prepared prior to and during his survey of new and remodeled clubhouses provides invaluable guidance for club building committees. It may be secured by club officials and managers upon request to the National Golf Foundation, 407 S. Dearborn, Chicago 5, Ill.

Findings of the study will be made available later in book form.

The National Golf Foundation went into this field of research because of the numerous requests for clubhouse planning information and because of the considerable waste of money in clubhouse design, construction and operation; a waste which unnecessarily increases the over-all cost of golf and which takes funds that might be better used for the purchase of golf

playing equipment made by the Foundation's financial sponsors.

The situation in clubhouse planning is complicated by the varying needs of clubs, which can be individually determined by the checklist Cliffer has prepared, by the fact that very few architects have experience in designing more than one clubhouse, and lack of manager-architect coordination in clubhouse planning.

Architects have said they are lucky to get through with jobs involving clubhouse building committees without going nutty. Managers point to the frequency of manager changes after one season in a new clubhouse as indicating the operating difficulties the manager must contend with because of improper original design.

The Cliffer study, checklist and report are the basis for saving millions of dollars in golf, according to members of the Club Managers Assn. of America which cooperated in the research, and in the opinion of consulted architects.

### **Jaycees Tenth International Junior Has 30,000**

**J**AYCEES of Columbus, Ga., have issued Hospitality Bonds to those helping in financing of the 1955 International Jaycee tournament to be played at Columbus (Ga.) CC, Aug. 15-20.

The 200 boy juniors who get through sectional qualifying rounds that will register about 30,000 contestants, will be housed at Ft. Benning, Ga.

Nash Motors has a mutually beneficial tie-up with Jaycees in their international junior affair. Nash provides \$2500 in scholarships as prizes and Nash dealers supply cars for transporting four contestants from each state to the national event. Nash also provides the trophies.

This Nash exposure to young golfers has had a substantial direct effect on car sales and has other big advertisers wondering how they let this one get past them.

Mars Candy Co. is furnishing each state with a championship trophy. National Golf Fund, Inc. (co-sponsored by PGA and Life) makes an allotment to help defray travel expenses of the Jaycee contestants. National Golf Foundation and the Athletic Institute also cooperate in helping the Jaycees put on the world's largest golf tournament, and one which has seen the major titular debuts of several of the leading younger professionals and amateurs.