



## SANTA CLAUS SHOWS UP AT MIAMI SHORES

One of the busiest, neatest, biggest-stocked small pro shops is that of Jim MacLaughlin at Miami Shores (Fla.) CC. Jim is at the left in this picture. His asst. Joe Benner is with him.

Note the neat signs on the showcases. The Christmas gift idea of golf balls is pushed strong. The ladies are reminded that the pro shop has just what they want.

The Christmas motif on the club and umbrella display panel and holiday decorations elsewhere on the walls of the shop suggest to shop visitors that here's a place to do Christmas shopping.

cation and competitive sports programs now are general practice.

Private clubs are not only giving more attention to junior boy and girl classes and competitive play but often are making courses available for high school team play.

A highly satisfactory reflection of pros' training of the kids shines in their conduct on the courses, their observance of the rules of golf and their safety precautions.

Sales of junior clubs have been picking up decidedly.

Several sections reported that parents now are very much interested in getting their youngsters started in golf.

### Store Competitive Situation

Store competition hasn't been felt as severely by pros this year as in previous years, according to most pro observers.

In some sections cut price ball competition from stores is biting into pro volume but there has been no evidence of heavy competition in price cutting on clubs in the same districts.

Several pros advise that store price-cutting on golf goods seems to have had the effect of getting stores into a costly battle between themselves for the cheap business with their net profit dwindling.

In at least two sections stores are complaining about public and semi-public course pros being brutal competition. Pros who have caused the store complaints bought close-out items and advertised them vigorously the following spring and summer.

There has been strenuous store competition in a few sections this year but generally the pros have learned how to buck store competition by educating players to quality, expert club fitting and other personal service. On the cheaper stuff store competition always will be energetic, pros concede.

### Price Increase Studied

Some pros are concerned about the increased prices of clubs and balls. The pros wonder how far — if at all — the increase may curtail top quality club buying which