



Professionals Set Record with Plans for Xmas Gift Sales

"Shopping Guide" Spearheads Pros' Drive for Golfers' Holiday Gift Business

PROFESSIONALS in record numbers are getting set to launch a 1955 sales drive for Christmas gift business that promises to eclipse their highly successful holiday sales promotion of last year.

Already more than 130,000 copies of the 1955 edition of "Christmas Shopping At Your Pro Shop" have been ordered by pros for distribution to their members and other sales prospects, and orders continue arriving at GOLFDOM from every section of the U. S.

The 1955 pro-only golf gift sales promotion books will have 48 pages of body on top-quality paper, many in color, and a striking three-color cover on the front of which is imprinted the professional's name, club, address and 'phone number. The page size is the same as GOLFDOM and attractive mailing envelopes are furnished for all copies. This year's edition has many new features to make it even more attractive and effective than last year's first edition which brought record revenue into pro shops at a time when pro sales generally are off.

Christmas shoppers appreciated the information and displays of pro shop merchandise and the expert pro advisory services with the result that the professionals were put into a considerably stronger competitive position for attracting Christmas gift business.

This year's "Christmas Shopping At Your Pro Shop" opens with Christmas greetings from the Pro Shop Staff and appreciation for the players' patronage. It then attractively presents various phases of the professional's authoritative services and personal acquaintance with

golfers' needs, and accents the superior value and desirability of "Pro-only" merchandise.

Editorial features continuing through the book are planned to make the golfers want to keep it and refer to it frequently: "Highlights of 1955 Golf", "Nuggets from a Million Golf Lessons", "Practice that Pays", etc. With appropriate advertisements leading pro merchandise manufacturers present their Xmas golf ball packages, their newest golf clubs, bags, carts, etc. and the finest in apparel and accessories. Editorial pages also pictorially present the latest in equipment, apparel and accessories to further aid the gift shopping golfers.

With their own advertising and sales promotion 22 manufacturers are tying in with the professionals' 1955 drive for golfers' Christmas gift business: Acushnet Process Sales Co., Burton Bag Co., Califame of Los Angeles; David Crystal, Inc., Des Moines Glove & Mfg. Co., Flexi-Mat Corp., Field & Flint Co., Golfcraft, Inc., C. M. Hill Co., Hillerich & Bradsby Co., Henry Hotze & Sons and Kountry Klub Sportswear; Jarman-Williamson Co., MacGregor Golf Co., Nadeo Sporting Goods Co., Product Engineering Co., Scot-Seat Co., A. G. Spalding & Bros., Inc., Squire Slacks, Inc., U. S. Rubber Co., Developar Co., Wilson Sporting Goods Co., Walter Hagen Division and Worthington Ball Co.

Shopping Guides, with mailing envelopes and promotion suggestions, will be sent to pros beginning the latter part of this month. For further details write: GOLFDOM, 407 S. Dearborn St., Chicago 5, Ill.