

promotion to pre-sell the golfers' equipment. The alert pro should stock equipment that has sales appeal and consumer demand backed by responsible manufacturers.

"Prices on the 1957 line show a very small increase over 1956, even in view of much higher material and labor costs."

Lauds Pros As Leaders

Bill Kaiser, mgr., pro dept., Hillerich and Bradsby Co., says "The golf pro business situation continues to show steady and notable progress. The golf pros generally as businessmen rank right along with the best of the smaller retailers — and some of the pros do an annual volume that takes them well out of the 'small business' class.

"Increased sales volume resulting from energetic and advanced display and merchandising, the convenience of the pro's store, his wise selling tie-up with the lesson tee, and hard work have brought the pro increased inventory and credit problems but our experience is that pros are handling these matters with excellent judgment and awareness of the importance of top credit rating.

"The pro is in an enviable position of being able to observe in his members' use of clubs what design and construction features are most suitable for the customers. We have found that adopting the pro's

150,000 Xmas Shopping Guides Ordered by Professionals

For the third straight year, GOLF-*DOM's* "Christmas Shopping at Your Pro Shop" catalog that has been used by pros throughout the country in promoting gift sales volume, is a sell-out.

A total of 150,000 copies of the catalog has been distributed to pros in the last two months, indicating that pro Xmas gift sales again will easily go over the \$1,000,000 mark. In 1954 when 106,000 copies were distributed, and again in 1955, when 135,000 catalogs were supplied, pros realized well over \$1,000,000 in extra gift business that the shopping guide helped to develop. This is the third year the catalog has been published.

"Christmas Shopping at Your Pro Shop" is pro-only in circulation and golf gift merchandising.

No Golf: Wet Grounds



The Bidston Golf Club course, Birkenhead, Eng., became one big water hazard following heavy rains that swept the island last month. Caddies didn't tote any bags for two or three days following the downpour, but they had fun slashing around in the water.

suggestions obtained from the close-up of player use has accounted for a highly satisfying increase in business in clubs made especially for pro-shop sale."

Pro Business Sturdily Healthy

Henry Cowen, MacGregor Golf pres., a canny observer of the pro business, remarks:

"The golf market in 1956, as the industry's reports undoubtedly will show when released, continued to reflect a high level in both production and sales. In the interest of factual reporting, however, it probably would be less than accurate to predict an all-time peak in this year's volume. Unseasonal weather, rain and cold, prolonged well into late spring and even early summer in many sections of the country, raised havoc with normal anticipated play. Golf ball and lesson revenues particularly declined in these months, but by mid-summer it was apparent that equipment sales of all types had taken an encouraging spurt.

"Pro shop inventories, a matter of serious concern as late even as July, began to move out in healthy fashion, and the evidence points now to no more than the usual seasonal carry-overs on hand consistent with the annual pattern. That this position was attained, considering the penalty for a late start, can be credited to aggressive pro shop merchandising and promotion, intelligent and vigorous effort. Golf professionals who conscientiously and diligently supervised their shop operations should be able to look back on a record of successful accomplishment. The hours were long, and the,