Here is the finish of the British open at Murfield with the fellow in the black knickers sinking the putt that made him again wearer of the British crown. The fellow's name is Hogan, or something like that.

Approach Shots to the Pro’s Cash Register
By HERB GRAFFIS

WITH the track muddy in nearly all parts of the country the shop business has been making no new records this early in the season; ball business naturally being slow with the sunshine being so coy. The boys are doing remarkably well on the club sales, according to most indications. This is one of the surest signs that the technique of pro merchandising is coming along in fine shape.

On the group buying proposal there have been no recent definite developments. With the season launched the pros are "sittin' and whittlin'" with their own individual merchandising situations and find it difficult to spare the time for the required deliberation and action on the plan being worked out by Willie Ogg's committee of the P. G. A.

Speaking unofficially, some of the P. G. A. dignitaries said a few days ago that the plan was progressing as far as the pros were concerned and needed only an agreement with one or more of the big manufacturers to put pro group buying on a working basis. So it looks like the next move, "if, as and when" made, is to come from the manufacturers.

Ogg, for some time, has been studying the methods of the "voluntary chains" organized co-operatively in the grocery business by the independents to combat the giant chain store systems. He thinks there may be something in this sort of a buying and distributing procedure that will work out well to the mutual advantage of pro, manufacturer and player.

"Is a member of a club that operates its own pro shop in the sporting goods business, and consequently a professional?" Some of the fellows are arguing about this. For two reasons your correspondent thinks rag-chewing on this subject is a waste of time. In the first place, it's questionable policy, and secondly, the club is not organized for profit.

Again we lam into the boys the reminder to give the women’s business a strong play. A lot of the smart boys are cashing in early in the season by making a separate showing of women's clubs. I was talking to Bert Way the other day about this women's business and got another raft of incidents to cite as evidence that the pro who helps the women run successful tournaments, features in his shop what they need, and, in general, doesn’t
treat them like a bunch of "Orphan An- 
yes," is the man who makes money, serves 
his club well, and is all set with 100% 
boosting of his members.

Pros are getting a good break from the 
editors of the various club house-organs. 
Golfdom has been plugging these editors 
about the stories there are in the pro shop 
and the co-operation the pro has coming to 
him. The editors have responded with en-

Here are a few of the house-organ para-
graphs picked at random from club publi-
cations we have received:

"Just step into the shop and see for 
yourself and compare the quality and price 
with anything in the downtown dis-

tict. You can't beat them.

"The golf shop wants the patronage of 
its members to build its volume of busi-
ness and to that end has adopted a mer-
chandising system that gives you quality, 
service, personal interest and high class 
merchandise priced properly."

"Now, Mr. Member, the place to buy 
golf clubs and supplies is at the club, 
where real experts on clubs can give you 
intelligent advice, and guarantee that 
your purchases will prove as represented 
or replaced. You know how it is, some-
times the club you think you want will 
not do at all. If you purchase it at the 
club, you can, without inconvenience, ex-
change it. Furthermore your loyalty to 
the club should prompt you to patronize it. 
You may save a dime elsewhere but lose a 
dollar in the end."

"Whenever any member of the club buys 
balls downtown, or clubs from a cut rate 
department store, or takes lessons some-
where else than at the club they are do-
ing all they can do to harm the club and 
itself. What a howl there would be 
from the very members who partake of 
these joy rides, if the golf shop and all 
of its activities were abolished and yet 
they do their best to abolish it by trading 
somewhere else."

Parker Noll, pro at Edgewood (Chicago 
District), has one of the neatest little 
shops we have seen lately. Parker keeps 
his women's stuff separated and has display 
cards telling the stories of the women's 
goods. Noll makes as good use of display 
cards as I have seen made in a pro shop. 
He writes his own copy; brief, newsy and 
selling. Some sign painter letters them 
attratively and Parker puts them on the 
clubs, apparel, etc., so the member gets the 
sales story with a punch and the pro has 

overlooked no chance to bring members' at-
tention to their needs and desires.

The other boys ought to make more use 
of this stunt as it is persistent and thor-
ough sales work and doesn't involve the 

risk of offending members that might be 
incurred if the pro were continually talk-
ing about his merchandise. Noll changes 
his cards often and keeps them timely, 
which is one of the main reasons for their 
success.

"You have to keep reminding them" is 
Otto Hackbarth's remedy for slow business 
at the pro shop. Otto advises the boys to 
send the members a circular of some kind 
at the end of each month, calling atten-
tion to details of the stock carried by the 
shop, and the fact that the pro is con-
stantly on the job earning his right to 
preferential consideration by the buying 
members. Otto says he has no particular 
problem of his own in selling at the Cin-
cinnati Country club. He sums up the sit-
uation: "My members patronize the shop. 
They are the highest type of people, those 
who do the square thing with the pro. Of 
course, I have been here 13 years and 
have kept an up-to-date stock, never charg-
ing more than goods can be bought for 
elsewhere. The members know this and 
never think of buying anywhere else."

Comes the dawn! The sport writers are 
beginning to give the pros a hand for their 
shops. Here's what is said about Eddie 
Loos of the Lake Shore Country club as a 
merchandiser, the writer being Jack 
Hoag, golf editor for the Chicago Evening 
Post:

"Eddie Loos is not only a good golfer, 
but he is a good salesman, and we never 
saw a more attractively arranged shop. 
In the first place, it was clean. If a fly 
had alighted on a window pane he'd have 
slipped and broke a leg, and Loos had 
everything in stock that would appeal to 
the fancy of a golfer. There were clothes 
that would have made Johnny Farrell turn 
green with envy and glistening sets of 
cubs that looked as if they'd play them-
seleves. Eddie is some dresser and he ap-
preciates the value of a good show-room.

"Of course, golf clubs are golf clubs 
and clothes are clothes, but it is a clever 
guy that knows how to display them, and 
the time has come when a good golfer must 
took the part. Loos' shop may not be a 
sport item, but it was interesting to look 
at and the whole place fitted into the en-
semble of the service which the Lake 
Shore members demand. Everything about 
the club."