

happy combination of bench-made clubs and the choicest of factory made products is necessary for a well-balanced stock.

Manufacturers of golf goods who know the most about the markets are anxious to see the pro develop as a merchandiser. They want to see him make all possible profit for the good pro today is an ideal outlet for quality merchandise. He has the reputation for handling first class merchandise, his credit has improved to the point where he is a whole lot better credit risk than other retail merchants with small establishments, and he gets a good fair price for his merchandise. The last point is highly important to the manufacturer for when a price slash is put on a well known brand of any product, the manufacturer in the end suffers. The department stores are notorious offenders in these price cutting debauches.

So, for entirely sound reasons, we find the leading makers of golf goods eager to give the professionals help in merchandising education. These changing times in the professional golfing field have made it vital that each pro's destiny be decided by himself, with the manufacturers aiding in the survival of the fittest and exercising no paternalistic influence to see that the weak brothers are kept alive to hinder the family's advance.

Helping the professionals to buy right and sell right, and helping them definitely, has become a very important part of the manufacturers' job and the pro can count on this factor to the limit.

Learn From Others

There are very few of us who can't learn a lot by seeing how the other fellow "puts it over." With the volumes of advertising in the newspapers and magazines tipping off the successful selling practices of other merchandisers, and with business magazines telling of the selling methods in other fields available to pros by the score, it looks to me like some of the pros' winter reading might be for the purpose of adapting the money-making ideas of others to his own special requirements. Not alone in selling golf goods, but in selling instruction, does the pro need all the new ideas he can get. With these ideas, his own energy and brains, and the right stuff to sell, it is my very firm opinion that the times now hold forth for the pro a brighter future than he ever beheld during the past.

Warm Clothes Sell Well in the South

THE northern golfer, traveling south for a winter "training trip," frequently packs his suitcase under the delusion that he is about to visit the tropics where only the lightest of clothing is needed. He remembers linen knickers, light golf hose, and thin sweaters, and he wears his lightest suit. Carefully left at home are his leather jacket, his woolen knickers and his heavy socks.

But when the northerner arrives in the south he finds the weather not quite as tropical as imagined. True enough, some days are suitable to his wardrobe, but as a general rule heavier clothing, such as was left at home, is more in order.

Here is where the pro can cash in. A representative stock of woolen knickers, leather coats and other warm items will sell rapidly. The only caution is to make sure they are displayed prominently so the golfers will buy at the pro shop and not from some town haberdasher.

Many northern pros, who also have a southern berth during the winter season, make a practice of bringing south with them all heavy articles of clothing unsold at their northern club. This reduces the investment necessary to complete a suitable stock at the winter post, and at the same time obviates the necessity of carrying these items without chance of profit until the home club opens again the following spring.

Hire Greenkeeper Early—It Pays

"IF I ever have to go through building a new course again, I will see that the greenkeeper who is to serve the club is hired right after construction work is begun," remarked an ex-president of a comparatively new golf club.

"We wondered why it took several years to get our greens in shape, and blamed it all on the greenkeeper until we learned the real reason. Clay dug out for the traps was put on the top of the green and too scantily covered with top dirt. That, and other cases of the same character have convinced me that we would have saved money if we had put the man who was going to be responsible for the condition of the course on the job at the beginning."