



P. and A. photo.

Here is the finish of the British open at Murifield 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 Anies," 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 energy and deserve the pros' thanks for their help.

Here are a few of the house-organ paragraphs picked at random from club publications we have received:

"Just step into the shop and see for yourself and compare the quality and price with anything in the downtown district. You can't beat them."

"The golf shop wants the patronage of its members to build its volume of business and to that end has adopted a merchandising 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, sometimes the club you think you want will not do at all. If you purchase it at the club, you can, without inconvenience, exchange it. Furthermore your loyalty to the club should prompt you to patronize it. You may save a dime elsewhere but loose 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 somewhere else than at the club they are doing all they can do to harm the club and its service. 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 attractively 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' attention to their needs and desires.

The other boys ought to make more use of this stunt as it is persistent and thorough sales work and doesn't involve the risk of offending members that might be incurred if the pro were continually talking 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 attention to details of the stock carried by the shop, and the fact that the pro is constantly 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 Cincinnati Country club. He sums up the situation: "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 charging 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 clubs that looked as if they'd play themselves. Eddie is some dresser and he appreciates 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 look the part. Loos' shop may not be a sport item, but it was interesting to look at and the whole place fitted into the ensemble of the service which the Lake Shore members demand. Everything about the club."