



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