

for a constant, penetrating quality of service not demanded of other small retailers.

An Expanding Opportunity

The pros' opportunity as a golf service-station operator for his players came to the writer's mind recently in reading a yarn in *Advertising and Selling* on Bruce Barton, one of the ace boy-wonders of the advertising agency business. The tale told about Barton being a golf enthusiast. It also mentioned, as a human interest item, that his wife bought his ties. Consider how many fellows have been weaned away from retail shopping since women enlarged their work as purchasing agents for the family. When you get down to it, the retailing establishments that are most habitually visited by the active male with money to spend are the cigar counter, the news-stand, the restaurant and the pro shop. That ought to be the tip-off to the pros on the logical foundation they have for expanding their merchandise as a valuable service to club members.

Some of the laddies may wince at the prospect of getting too much of the drug-store scope of selling into pro shop operations, but there's several million miles to go before the pros are confronted with this danger. But, with this expansion apparently logical and imminent as a service the members will appreciate, it is plainly seen that the pros and their assistants could use plenty of instruction, and exchanges of experience, in business operation.

The boost that would be given golf when leading pros would get together and discuss instruction methods, at such a school would be incalculable. Other angles of pro service, such as co-operation between pros and managers, course superintendents and club officials, would certainly advance the efficient operation of golf clubs.

When the P. G. A., at its annual meeting, considers this matter of establishing pro schools, it will do well to bear in mind the timely comment, Alex Pirie, dean of the corps, has made on the matter. The P. G. A. honorary president has said:

"We all have been trying to build up recognition of pro golfers as professional men and we have to put across the idea that training of a competent professional golfer involves time, expense and study just as does the training of a lawyer, a doctor or a dentist. Although we might say the pro is doing this for himself

rather satisfactorily, I believe the only way we can get this thought over to the players is by conducting this training on an organized basis.

"In these times when clubs are looking for every possible source of revenue and good men are wavering in the pro ranks because the true position of the pro among the club's operating assets often may not be appreciated, it behooves the professionals to consider carefully the training school proposal as a valuable factor of information for club officials as well as a definite help to ourselves."

New Ball Specifications Avoid Dump of Old Stock

BRIGHT RAY of hope for ball makers and pros is in the U. S. G. A. preliminary announcement of the 1932 ball standards. A ball of the 1.68 size will be legal so long as its weight does not exceed 1.62. This makes the present ball O. K. according to the new ruling. Pros will rejoice because this means that the market next year will not be flooded with stock of obsolete balls thrown overboard at cut prices.

There are many who consider the 1.68-1.55 ball the best ball the game has seen. They will be able to get the ball of their choice with the reputable manufacturers standing behind their products on the standard price basis. Stocks of the present 1932 balls may be differentiated by identifying stickers, although many state there is such tiny difference between the balls that segregation of the 1.68-1.55 product is unnecessary.

Pro Shop Bulletins Tell Club News

PROS WHOSE shops are detached from the main building and have the problem of attracting club members can overcome this handicap by using the idea Dick Nelson employs at Meridian Hills C. C., Indianapolis. Details of all club events, announcements, results, etc., are on a bulletin board in Dick's shop. Any club member who wants to know all about what's going on gets the information from this board.

The bulletin attracts many members who otherwise might go from the locker room to the first tee, without being subjected to the sales attractions in Nelson's trim and expertly stocked shop.