

selling to the members. I have come to the conclusion that unless a professional has in his shop an assistant who can sell and who shows an intelligent, persistent interest in merchandising, the pro is much better off if he immediately makes a change. Possibly some of the defects of the assistant are due to the pro not impressing strongly enough on the boy the necessity of good selling as a service that the members expect to be informed and superior, as well as the part of the assistant's work that pays the assistant's salary.

The master professional must be outside his shop a good part of the time so it is imperative that the inside work of his shop be entrusted to a competent and alert assistant who is a first class salesman. I found it necessary to make a change in my shop personnel this year in order to get an assistant who was a real salesman, and engaging a boy who was on the job in making my shop a lively retailing establishment was a substantial factor in increasing the season's income.

### Capitalize Opportunity

I have been given to understand by several of the leading manufacturers that the advance of pro business methods this year, and the failure of store selling based on price alone, has served to bring the pro into his logical, favored position as the foremost retail outlet for worthy golf goods in 1932. We will see, so I am advised, strong policies giving the pro at least an even break, adopted by practically all of the leading makers of golf goods during 1932. At last, it seems, that we have won the place for which we have been striving and it is up to the pros to justify this victory by merchandising methods that will exhibit the highest plane of independent retailers' business operation. During this crucial season of 1931 the pro has proved his right to preference and continuance of his dearly won triumph depends on each pro's energetic and thoughtful development of his sales possibilities.

We have been holding back long enough because we have been fearful of pushing carefully chosen and proper merchandise as an essential of service to our members. I'd say that making up for this time lost while we were patiently and thoroughly appraising the situation is our task for 1932. Furthermore, I believe that in selling lies one of the main answers to pro unemployment. I am told that there are only about 3,900 pro outlets at the almost

6,000 golf clubs of the country, so at the smaller clubs, the fee courses and the municipal courses it is part of the pros' job to prove that expert selection and selling of golf playing equipment is so valuable to the players that the engagement of a pro is fully warranted by his ability as a buying guide. If the services of a director of buying are found valuable to the members of private clubs where informed, well-to-do and veteran players constitute the membership, then certainly such services are magnified in value at establishments where the majority of the play is composed of comparative newcomers to the game.

There are many of my veteran comrades in pro golf who may have minimized the importance of retailing at their clubs, just as I have, but if they got through the 1931 season without coming to a realization that selling rates about 50-50 with instruction as a pro duty I trust that these lines about my experience will move them to thought. The veterans, as well as the hundreds of splendid assistants they have painstakingly trained to be credits to the game and assets to the players, will do well to spend their meditative hours during the winter in planning for bigger and better selling during the 1932 season.

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### New Jersey Greens Course, Feb. 22-26, 1932

**C**OLLEGE OF Agriculture bulletin from Rutgers university, the state university of New Jersey, announces that the institution's annual one-week course in turf management will be held February 22-26, 1932. Tuition is free to residents of New Jersey. There is a small registration fee.

The New Jersey course is an excellent, practical summarization of greenkeeping practice. Complete details of the course and information regarding enrollment by residents and non-residents of New Jersey may be obtained from F. J. Helyar, director, Short Course building, New Brunswick, N. J.

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**C**HILDREN'S DANCING parties make good entertainment events for clubs these days of socially precocious kids. One of the features of the Penobscot Valley C. C. yearly entertainment program is the annual dancing party for children Thanksgiving afternoon.