

must be an important place for merchandising education in any of the PGA educational plans.

There is another timely angle to this matter of shop education. Every phase of retailing, in its present form, is in a battle for survival. From an authoritative source I learn that retailing generally in this country is off from 50% to 60% from 1930. As near as can be estimated from several manufacturers and sectional PGA officials, pro-shop cash volume of sales at the most is not 30% under 1930 figure, notwithstanding drastic price reductions. This means one or both of two things: (a) our strategic location protects us against the bottom dropping out, or (b) we are improving as merchants and haven't the handicap of previous over-selling to keep us from doing a fair amount of business.

Now, with the other retail outlets unable to afford the continuance of departments in which there is a heavy loss and the golf goods volume other than pro shop business being divided among many fields of retailing, the stage is all set for us to make most emphatic our commanding position in golf goods retailing.

By realizing this opportunity and educating ourselves to take advantage of it, the pros will come out of the present general slump in better position than they ever were before.

In view of the above outlined conditions it seems plain to me that it is strictly up to us to prepare ourselves for directing and commanding whatever developments may take place.

What About Greenkeeping?

To me, it appears further evident that our educational plans should seize upon merchandising rather than greenkeeping as its imminent objective. Not that I don't think a pro should know greenkeeping. I do. And I happen to know what a tedious, complex and exacting matter greenkeeping is for I have been at it for years and like some of my able and prominent pro-greenkeeping friends, among them Alex Cunningham, Jack Mackie, Elmer Biggs, George Knox and Willie Ogg, for example, I consider greenkeeping with humility. But the idea that greenkeepers can be developed in a few short years is one that can lead the pros into grief. We individually can stand all greenkeeping knowledge we can get from the already established organizations for greenkeeping instruction, but as a definite factor of the

PGA educational plan I believe we can properly dismiss greenkeeping.

What many pros need in the way of greenkeeping knowledge is information that will help them to co-operate effectively with the greenkeepers at their clubs and utilize to the utmost the present scheme of club operation. Some of us may be inclined to think that the grass on the greenkeeping side of the fence is greener but viewed in the light of greenkeepers' average salaries and the serious responsibility they must personally accept for what may truly be acts of providence, the greenkeepers' lot is not one to be envied.

I certainly don't mean to infer that any pro should neglect his study of greenkeeping. Under prevailing financial conditions at some clubs a pro-greenkeeper position is imperative. But if a club can afford both pro and a competent greenkeeper there is every reason for it to maintain these positions unless it is fortunate enough to have a thoroughly experienced pro-greenkeeper on its staff. The number of these men is not many.

Our main educational job is to sell ourselves and our services on a basis of greater mutual profit to our clubs. Logically then the PGA educational plan is one that helps us all make the most of our chances as they present themselves right now.

Each section of the PGA might well be giving careful thought to its local educational problems and give all possible co-operation and impetus to the national PGA educational plan as launched by President Hall.

Pro-Shop Robber on Prowl in Michigan

FRANK REFNER, pro at Hillsdale (Mich.) C. C. and one of a number of recent victims of Michigan pro-shop robberies, acquaints GOLFDOM with details of the theft at his shop. The robber knicked Frank for about \$509 worth of merchandise. He wants to warn other pros and asks their aid in apprehending a suspect. This suspect was about 5 ft. 5 in. in height; weight approximately 125 lbs. He came into Frank's shop and made a careful survey and although the theft was of high grade merchandise, Refner said when he got the suspect to register for a round and watched him tee off, it was obvious the man was the rawest of dubs.