

Some of the pros are using hand-lettered signs to point out delicately that tattered bags need replacement, and such signs are making sales.

But, to get back to Tosh's situation. His shop was just one of those things. It was so narrow that a fat member had to suck in his breath to stay in the sales room.

Officials Take an Interest

Tosh, like most pros, is shy about mentioning defects in the shop's set-up to his club officials. The pros hear the club members' sobs about finances and although the Sunset Ridge club finished 1931 with a profit and is in excellent financial shape, Dave hesitated to mention the need of a shop revision.

A couple of the club officials, R. B. Umberger, president, and Wallace Johnson, the green chairman who is Dave's boss, started figuring last winter on what could be done to make the club more serviceable for its members and concluded that an attractive pro shop was greatly to be desired.

They, and other club officials, doped out that the large, square room then used for club storage and cleaning should be converted into a pro shop.

Instead of having the usual pro shop with show cases and club display racks, it was decided to make the place a pro lounge and have the merchandise displayed with an inviting air of informal sales and service.

Because the room would thus become a loafing place for members and a place handy for keeping first tee appointments, there was an excuse to spend some money on remodeling. About \$600 was spent on attractive wood panelling, curtains, rugs and furniture. The furniture was picked up at a sale and that's one of the reasons for the balls being displayed on a table that would fit perfectly into any living room and the accessories being displayed on a cabinet like one of those to which the master used to go when his guests gave indications of parched palates.

An Experiment that Worked

The unusual furnishing of the pro shop was something that Tosh and your correspondent questioned as a set-up for sales. It never had been done before, so far as we knew. The nearest thing to it was the veteran Ogilvie's de-luxe establishment at Augusta, Ga. The Sunset Ridge officials, Umberger and Johnson,

maintained it was just the thing for stirring up business and they are two club officials who want the pro to make some money so he will exercise lively initiative in providing a valuable factor of club service.

The club officials reasoned that the shop should be a place where club members would come as part of the game's enjoyment, for the fellows or women who haven't the right equipment can't get fullest fun out of the game. They pointed out that the more people who came into the shop the better the chance of increasing sales.

Comfortable chairs, radio reports and a general atmosphere of buying ease rather than selling intent was put into the place.

The men's and women's handicap cards are kept in the shop and when the game is over, as well as before it starts, these records are consulted or revised.

Did Business Pick Up?

Well, Tosh had been shivering plenty about prospects of a lean season and now a sunshiny smile illuminates his round face. June goes down in the books as one of his best months since he left Carnoustie a dozen or more years ago.

Looking at the successful experiment solely from the pro viewpoint, the explanation seems to be that people want to buy from the pro rather than be sold by the pro. Even in these times there are plenty who will buy if the shop is a high spot in the club's appointments. What makes things tough for the pro is that merchandise often must be displayed in an out-of-the-way spot due to shortcomings in the club architect's plans. For this reason Sunset Ridge twist may tip off to other professionals and club officials an answer to a serious problem.

Pays Pro to Take Part in C. of C. Affairs

ONE OF OUR pro pals makes a pertinent suggestion to his comrades in the average-sized and smaller communities. Says he:

"I have found that it has paid me a lot to be a member of the Chamber of Commerce in my city, to attend all of its meetings and take interest in the general business of the town. It has helped me to get a better idea of the way business should be run and to let the important men of

this section know that they have a business man running a real business out at the club.

"I am not kidding myself that I have the business brains or training that many of the members of the commercial body have, but I make up for it by doing more work than the rest of the fellows when I am appointed to committees. For that reason my results in the community chest drive and committee activities stack me up for honorable mention among the leaders in this city's business.

"The outcome has been to rate me out at the club as a business man whose word about club operation carries some weight instead of being just another fellow who gives some lessons, sells some balls and clubs and sees that the greens and fairways are mowed."

Spalding's '32 Golf Guide Contains New Features

THE OLD standby, Spalding's *Golf Guide*, is now available in its 1932 edition. As always in the past, it contains full details of all golf championships of 1931 and former years, a list of holes-in-one made during 1931, and many hints on running golf tournaments, handicapping, building putting courses, and the like. There is a glossary of golf terms and a history of golf from its earliest known appearance, and an easily detached booklet on the rules of golf.

Most interesting and unusual feature of the 1932 *Guide* is the complete text of Bobby Jones' series of golf instruction which was produced by Warner Bros. and released by the Vitaphone Corp. to movie houses throughout the United States a year ago. Readers interested in learning just how Bobby Jones describes the play of his shots, from putter and short irons up to brassie and driver, will find this spoken text of considerable value.

Spalding's *Golf Guide* sells for 35c and is available at all Spalding branches, book stores and sporting goods houses.

British Pros Cheered by Gallery Revival

WALTER PURSEY, long prominent in northwest Pacific Coast pro golf, gives some observations of conditions in British golf in a recent letter to GOLFDOM.

Pursey says that there have been practically no salary cuts among the British pros, doubtless due to the fact British pro salaries are smaller than in the U. S., but practically all of the British pros have complete sales concessions on playing equipment.

Sales at British pro shops have decreased in line with general conditions but the pros are doing the best they can, without complaint, and are hoping for an early revival.

Strong interest in golf is indicated by the demand for exhibition matches in England and gallery attendance has been large despite frequently unfavorable weather. Sign of the depression is witnessed in many players now dispensing with caddie service.

According to Pursey's observation the development of the new crop of pro and amateur youngsters is threatening to the American male golfing supremacy. He says that there are many husky British youngsters who hit the ball long and are able to control it. Scores below 70 appear with regularity in the major competitions. He summarizes: "Looking the situation over it seems to me that in another couple of years it is going to be much more difficult for an outsider to win the British Open than it has been lately."

In Pursey's opinion one of the handicaps to British golf is the lack of practice tees. Very few courses have these facilities which are common in the U. S. Consequently the Britisher starts out stiff and cold, making the first 2 or 3 holes a struggle.

Bench clubmaking still is done by some of the British pros but steel shaft public popularity apparently has the bench work on the verge of extinction, comments the American visitor. He concludes his brief survey by stating: "Pros are making less money but everyone is cheerful and interest in golf is stronger than ever. As soon as the fog of depression lifts the game will boom as never before."

FLOSSMOOR C. C. (Chicago distr.) doesn't believe in having hungry caddies around. At all times the boys can obtain a bowl of well-prepared, nourishing soup. The cost to the club is extremely small, but the result is most valuable in preserving the efficiency of the bag-toters; a hungry caddie cannot give his best attention to his work.