

"He must have inviting displays of apparel, and not have practice bags, tees or golf balls scattered among the apparel items. He must select stocks suitable to all groups of his members, and not simply the colors and styles that would appeal to a dressy young pro.

"A pro must have merchandise in his shop to sell. Many of the fellows don't carry enough of well-selected lines. Telling a customer about what you can get for him doesn't interest him as much as having in stock what he wants.

"The pro must be cautious in the selection of his employees; unless they have the right personality or training they can ruin business when the pro is not in the shop.

"I feel that if the policies I have outlined are followed the pro's earnings will be greatly increased, not only in the apparel line but in his other business relations with the members.

"The members figure that if they have been properly and expertly treated in the purchase of any small item they will gladly patronize you in the future with larger purchases and boost the pro in most enthusiastic fashion to friends and fellow-members."

Jimmy Thomson Sells

Jimmy Thomson is the fellow who patented the buggy-whip limber-shafted club back in 1925 and kept campaigning his idea until the whippier shaft idea took the spotlight. Thomson is a merchant and knows the pro business.

His idea about apparel sales in the pro shop is this:

"I always am looking for something that will sell, and something that *does* sell. Apparel answers these two tests.

"When boom times were on I carried supplies of imported hose, sweaters and other highest quality merchandise. Today I stock with a studied regard to the present condition of pocketbooks.

"At Ormond during the winter I have to have different stocks than at Mohawk, for there are no stores at Ormond carrying golfers' apparel. I select stocks that any player can wear at any club in the country and feel well dressed. Here I stock up with everything I figure golfers will require. They come into my shop and while looking at the apparel items a fellow always can use, they see my club and assortment, which includes all of the standard brands. At a resort to which people come from all over the country I don't think it advisable to stock just one manufacturer's brand.

"The wise pro merchant is bound to make money out of the golf apparel business because after all the pro shop is supposed to supply conveniently what the

golfer wants. The golfer doesn't want to go out shabbily dressed.

"From my observations in Florida this season I am confident the pro business is going to greatly improve this year.

"The whippy shaft idea will get loads of golfers who are in the market for clubs going to pros for expert advice on the proper shafts. I am confident that George Jacobus' idea of making teaching a headline subject is going to stimulate lesson business and that will mean business all along the line for the pros. I have had plenty of experience myself in pushing lesson business as the basis for sales in the pro shop, and I know that more lessons is going to mean more sales of clubs, balls, bags and apparel."

PGA Plans for Pro Short Course

THE FIRST short course in pro department operation will be held at Morrison Hotel, Chicago, during two days the last week in March, says R. W. Treacy, sec. of the PGA.

Suggestion of the short course, as mentioned in February GOLFDOM, was received with keen interest by midwestern professionals. It is planned to restrict attendance at the course to 40 members of the PGA. Assistants who are members of the PGA and are working for PGA members also will be permitted to register for the course. Registration fee is \$5. The reason for limiting attendance to 40 is to enable the lecturers and discussions to handle subjects brought up at the short course.

Applications for admission to the short course will be handled by the PGA headquarters, First National Bank Bldg., Chicago. It is suggested that applications be sent early, as the demand for places in the first pro business short course is almost certain to exceed the number of places available. Applicants will be filed in the order received.

Program of the first short course will present a number of nationally known business authorities. On the first day's program will be lectures on shop layout, display, advertising, sales policies, accounting, club schedules and greenkeeping. The second day will be devoted to golf instruction methods. Several of the outstanding teachers will figure in this part of the program. The PGA plan for research and development of effective instruction will be discussed.