

much about lawn-making and maintenance as the greenkeeper? Discuss this matter with the editor of your local newspaper and tell him you'll give one of his reporters the dope so it will make a story—or a series of pieces in the paper under your name. That sort of publicity builds you up with your members and is a community service. In the larger cities several greenkeepers could supply the facts to different papers or get together with the managing editor so each greenkeeper could supply data on various phases of lawn-making and care, and all share in the publicity.

Of course there'll be some work, some nuisance, some study and unquestionably disappointments and rebuffs while you are conducting your publicity campaign. You'll find this in every advertising and publicity campaign, from the General Motors and General Foods and Schenley liquor multi-million dollar campaigns down the line. Just like you have to keep after growing grass, so you have to keep at this job of growing public appreciation and more pay.

How Sportswear Fits Into Pro-Shop Merchandising

By FRED E. NEWMAN
Pres., Jackman Sportswear Co.

IMPORTANT changes and developments are taking place in the business world and our mode of living these days, and it is interesting for those of us in the business of golf to check up and see how well we are keeping pace with the modern trends.

Old movie houses that once were nickel-odians suddenly have their faces lifted and become attractive showplaces. Store windows and interiors are undergoing im-

provements everywhere. Apartments and homes take on new and fresh appearances. Railroad trains, airplanes, motor cars, speed boats—all down the line we find America going modern!

Methods of selling and displaying merchandise have also changed with the new order of things. Goods are placed where people can see and feel them. Nothing is left to the imagination, yet selling appeals are highly dramatized. The old "drummer" who handed out cigars freely is far outmoded today by the salesman whose firm offers what the public wants, and dishes it out to the tune of a snappy radio program. "Planned promotions," too, are the order of the day.

All of these modern developments are important to the business of golf and pro-shop merchandising. But have we taken any real steps to keep up with the procession? Do we really appreciate the potential possibilities in this great market, and what is taking place all around us? We need an awakening, for the time is ripe to do big things.

A study of American business history reveals that some new industry or field of endeavor, which has long been in the stages of development, suddenly comes into its own.

The entire field of pro-shop merchandising is in that "budding" stage today—a sleeping giant with tremendous potentialities for development in the modern American markets. But we need a modern, scientific approach. Hit-or-miss methods that belong to the old days will not awaken the giant.

Big Opportunity for Sportswear Sales

Typical is the opportunity for increasing the sale of sports apparel in pro-shops. There is nothing new in the idea.



Newly remodeled display room of the Jackman Sportswear Co. offices, 218 S. Wabash ave., Chicago, designed as a modern pro-shop. Walls are knotty pine, stained honey color. The floor is of asphalt block tile. Upper walls are craftexed to lend an outdoor atmosphere, and the office entrance is built like a country club doorway.

It's been done for years—but often without rhyme or reason. The pro has every reason to become a successful merchant of sports apparel. The pro-shop is the most logical place for the sale of distinctive sportswear designed for golf. The pro has every advantage—his overhead expense is low compared with the expense of running a store. He can turn his stock quickly on a small investment. He enjoys the respect and personal contact of his members. He can earn a reasonable profit and meet competition.

But—he must tackle the problem in the light of modern requirements and as a business—not merely as a convenience to members. In the end, he will be serving his members best, and will earn worthwhile profits for himself.

First, a presentable place in which to display goods must be provided. Without great expense, it can be done in a modern manner. Aside from balls and equipment, a modest stock of sportswear can be displayed to profitable advantage. Through display cards, locker notices, statements and letters, as well as through personal contacts and prize offers, the membership can be acquainted with the merchandise offered by the pro.

Many pros are definitely augmenting their income through the sale of sportswear. Fellows who really make up their minds to go after this business are amazed at the results.

To be successful in this field you must analyze your own situation in the light of modern merchandising methods. Look about you and see what successful merchants and business houses are doing. Realize that you are in a field full of opportunities, and simply make up your mind to go about the job with hammer and tongs.

Golf Instruction In Schools Reaches New High

ALERT and diligent leaders in pro golfing ranks are giving the game assurance of development far beyond its present status by work they are doing at high schools. Indoor golf instruction was introduced into many high school systems this winter for the first time, and further extension of the school lessons is planned by many sectional PGA officials and members.

As examples of this sort of work, note what is being done in Detroit, information taken from an article by Ned Warner,

Jr., sports writer son of the veteran Detroit district GA official; and by a writer in the Paterson (N. J.) Evening News.

Warner writes that golf is now receiving a share of attention along with football, basketball, track and baseball in the high schools of Detroit. In accordance with a plan set up by the Michigan PGA, a five-week instruction course at 15 of the city's high schools is now in operation.

Outstanding golf professionals from the Detroit district such as Al Watrous, Joe Belfore, Clarence Gamber, Orm Beaupre, Ben Pautke, Charley Hilgendorf and Stanley Hancock are handling the instruction at the various schools. Motion pictures showing the golfing form of Bobby Jones, Joyce Wethered and Harry Vardon are one of the features of the course.

Pros Charge Nothing to Get It Started

The professionals are giving their services free of charge to do their bit in building up golf interest among Detroit's youths. The Michigan PGA is cooperating with the board of education, whose representatives, Vaughn Blanchard, supervisor of health education, and George Mead, head of high school athletics, arranged the details of the program. The Detroit district GA, through its president, Norval A. Hawkins, also had a hand in framing the program.

Detroit high school athletic heads realize, according to Mead, that football, basketball and track can be indulged in only a few years after graduation, while a game like golf can be played through life. This prompted their whole-hearted cooperation with the PGA.

Featuring a three column photograph of a girl's high school class taught by Myron Kniffin, pro at the Passaic County (N. J.) municipal course, the Paterson News story goes:

More than a score of attractive young ladies who are pretty sure that hitting a birdie is simple once you get on to it, eagerly practiced their follow-through this winter in the gym of the City Hall Annex under the expert direction of Myron Kniffin, well-known local golfer. The class was but one of many such groups which took advantage of a six weeks' series of lessons sponsored by the Passaic county park commission.

Six high schools in the county subscribed to the new program, which was begun by George R. Jacobus, pro at the Ridgewood CC and president of the PGA. Both boys and girls enrolled for the free course.