

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.