

marily. Hence the pro has to handle the work that goes with the responsibility, in a competent manner. Harrington noted that the physical set-up of many pro-shops is bad. They are not located on the line of march between parking place and first tee. Untidy shops he noted as one of the surest forecasts of change in a pro job.

Confidence in the pro he named as the big selling point that would offset any advantages a store might enjoy in the competitive situation. He remarked that the women's part of the golf goods market was now about 30%, and that the pros needed to pay more attention to this because women were naturally store buyers and exceedingly critical of merchandising service.

Buy on Saleability of Goods

Harrington counseled pros not to buy so much on the basis of friendship but on the moving-power of the merchandise. A larger selection of fewer brands he said was a good idea for many pro-shops to follow.

The need of member education about the pro job Harrington said was brought out by a survey he made through which about 2,000 golf club members were asked "what is the salary of your pro?" Only two members knew definitely. Then the questionnaire asked, "how does the pro manage to live?" Very few had the slightest idea of the answer.

He impressed on the pros the necessity of putting price tags on their merchandise because surveys had revealed that many members had the idea that pro prices were too high, whereas plain pricing of the shop stock would show pro prices were right in line. He urged that pros select and train their assistants in the same way that stores hire and train clerks.

Tommy Armour, speaking on tournaments and rules, told of the precarious financial experiences of the tournament players and cited figures to show that education or vacation were the classifications under which pros might justify tournament deficits. As profitable investments with risk element minimized, Armour urged that pros stay on their jobs and handle them well, rather than depend on the tournament business for solvency.

On rules he spoke humorously, citing incidents of the celebrated players' ignorance of rules and recommended that if a

pro wants to attain rare distinction, he should learn the rules.

The Illinois PGA clinic was given strong coverage in type and pictures by local newspapers. The story of pros in session to extend and improve their service to members was carried to Chicago district golfers. Horton Trautman of the Chicago Daily News, Jim Enright of the Evening American and Fred Proctor of the Herald-Examiner addressed the meeting on ways of increasing pro and club publicity.

Presiding at the clinic were Alex Cunningham, Illinois PGA pres.; Matt Matteson, sec., Lew Waldron and Herb Graffis.

PROMotion Supplies Three Additional Helps to Pros

THREE items were supplied for pro use by the PROMotion campaign in April. Two of the pieces were circulars to be enclosed with club bills in May or June, or at other times during the season when the pro can make arrangements with his club. One circular is entitled "How Do You Stand?" and gives tips on the stance on one page, with an explanation of the pro's position with his members on the facing page. An analysis chart of the member's game, for the purpose of encouraging members to ask pros instruction questions and become interested in lessons, is on the back page of each folder.

The other folder is front-paged "Get A Grip on Your Game." It gives some grip tips, and shows on the page facing the tips, how the member has a grip on the pro—a grip that the member can use to greater enjoyment of his golf.

As a third item there is a small metal ball marker, on one side of which are the words, "My Club Handicap Is." There is space left for the pro to take figure punches and tap in the correct handicaps. This, if properly used, will get members coming into the pro-shop to have handicap figures punched on the markers. On the other side are the words, concerning the handicap: "It would be less if I'd see my pro more."

All three items are available for pros at merely the cost of packing and mailing. Expenses of their production are borne by the PROMotion fund. Pros who haven't received samples of these items may have them on request, from PROMotion, 14 E. Jackson Blvd., Chicago.