

Nation's Clubs Winning Fight Against Tramp Golfers

By JACK FULTON, JR.

BACK IN the days when Prosperity was sitting in our laps instead of playing hookey around the corner, golf club rules relative to the use of club and course facilities by non-members were pretty strict. Green-fees were made high, both to make as much money as possible from that source, and to discourage members from bringing out too many guests to "clutter up" the links, especially on weekends. Generally there were rules in effect sharply limiting the number of times a man could be invited to the club in a given month and season.

Such rules, regulations and restrictions were smart when club business was booming, but when the depression hit, a decided change of policy toward the non-member golfer developed. Where formerly even with the rankest extravagance most clubs made money, they woke up one day to the sad and somewhat belated realization that vacancies were occurring in the membership list faster than the hard-working chairman of the membership committee could sign up new prospects.

So the bars were let down, generally under the guise of a membership drive. "Bring out your friends for a day of golf and sell them into the club," was the proposal made to club members. "There will be no green-fees."

How Tramp Golfers Are Born

The members cooperated willingly, having the interest of their club at heart, and worked strenuously to sign up some members, but this same interest in the club's well being was not always uppermost in the thoughts of the prospects, many of them taking advantage of the situation to get in a lot of golf free of charge. They hadn't the slightest idea of joining the club, but when some friend invited them out to the club, why turn down the invitation?

Certain more unscrupulous of these non-club golfers, especially those living in metropolitan districts, soon found they could play all the golf they wanted by getting

in touch with friends who belonged to clubs where membership drives were in progress and hinting to those friends that they might tie up with some club or other.

Thus was born the "tramp golfer," a species of sportsman (?) virtually unknown a few years ago. Today there are thousands of them, belonging to no club but playing at many. It has become a serious problem, not only because the country clubs are being taken advantage of, but also because so long as a man can obtain unlimited use of a course without belonging to it, he is not a prospect for membership. It is only when the clubs tighten up on their guest regulations and make it difficult for the free and easy golfer to play his golf that the membership situation will improve.

It's Mostly the Club's Fault

The tramp golfer does not generally insist on free golf—with green-fees absurdly lowered during the last two years or so, he frequently insists on paying his friends the green fees and the cost of lunch, set-ups, etc. This salves his conscience, although he must realize that he is not paying as much for his golf as his dues-paying friends are paying.

The attitude of a tramp golfer toward joining a club is not to be condemned. Any blame that attached to the growth of the animal must be laid on the shoulders of the club officials, who were so anxious to encourage play and hold sorely needed income from green-fees at its former level that they overdid matters. Most of them thought cutting green-fees in half would more than double the number of guests playing at the club, but it doesn't work out that way. Nearly all clubs are now coming to realize that it is much better to hold the price of green-fees above the levels asked at neighboring fee-courses and not try to be competitive with these layouts. While they won't have as much guest play as they would have at lower fees, the gross income will be the same or larger.

The degree to which individual clubs have relaxed their guests' requirements of course varies. Some clubs are still fairly strict. Others have to all intents gone daily-fee, since any golfer willing to plank down the green-fees is permitted the privileges of the club without being required to have an introduction by a member.

It is these latter clubs that have felt the effects of the tramp golfer most severely. Their members are still paying dues and they object to seeing a stranger receive all the advantages they do other than the right to vote (if that can be considered an advantage) for far less money than they pay. Moreover, they see many men using the club's facilities whom they would promptly blackball if these men were proposed for membership. With all pretense to exclusiveness gone, some clubs of this type are rapidly losing what members they have so far been able to hold.

District Golf Bodies Get Busy

The various district golf associations have recognized the problem of the tramp golfer and have announced that the solution of the matter rests with the clubs themselves. Green-fees must be raised, they advise, at least high enough to make it cheaper to belong to a club than to pay the fees each time a game is played.

One of the associations that recommended steps along these lines is the Massachusetts G. A. Its secretary, Henry A. Wentworth, writes GOLFDOM anent the matter as follows:

"Practically all the large member clubs and many of the smaller ones have stiffened their attitude toward green-fees this season as compared to last year. The clubs have found that instead of increasing their income, low fees cause members to drop out and play their golf by paying the green-fees.

"The tendency this year has been in many clubs along the lines of temporarily waiving initiation fees, bond purchase requirements, etc., for a year or two years, thus tending to drive local people who care to play golf at these clubs back into membership. The once-a-month rule for people within 25 or 50 miles of the club is being adhered to strictly by most clubs.

"The general attitude on the part of most clubs has been practically cold this year toward the itinerant golfer. The result is that many clubs have increased their membership lists materially this year over last."

Similar steps toward eliminating the tramp golfer evil were taken at the 1932 annual meeting of the Metropolitan G. A. Its president, Stacey Bender, commented at length on the way in which reductions of green-fees and lightening of restrictions governing play by the public on private courses was threatening to make it impossible for these private courses ever to get back on a strong private club basis. Mr. Bender urged the governing boards in the New York district clubs to take immediate steps to overcome the abuses then prevailing. This the clubs did, with these major results:

(1) Extreme reductions in green-fees were stopped, many clubs hiking their fees back to figures that utterly discouraged the itinerant golfer.

(2) Clubs which were operating under the guise of private clubs, but which actually were out-and-out fee propositions were forced to declare themselves.

(3) Many clubs established special "season," "annual" or "associate" memberships costing the equivalent of the annual dues, generally non-assessable and with full playing privileges, but no voting power or equity in the club property.

These special memberships were temporary arrangements in many cases, to be declared void when conditions warrant their elimination,

Bargain Memberships Are Helpful

As other clubs in the MGA area, and the same applies to clubs in the Chicago, Detroit, and several other districts, another plan was used. Initiation fees were temporarily abolished and desirable men taken in who would pay the annual dues. These memberships ordinarily were made assessable, but this factor was offset by granting the new member an equity in the club equal with all other members.

As compared with any of the various "season" arrangements, this latter type of membership has an advantage for the membership committee in that the membership does not terminate after a stated period and therefore the committee is not faced each spring with the problem of filling the roster again. Admittedly these golfers who join clubs and pay regular dues but escape an initiation fee have no investment in the club and stand to lose nothing by resigning. However, most of them are expected to go along as a matter of course when next season opens, particularly if the club has been careful



Russell Miller, manager of the Medinah CC (Chicago district), and engineers of the Liquid Carbonic Corp., figured out this big bar for Medinah's grill. Its cost, fully equipped with glassware, was around \$4,500. That seems a stiff sum, but even during the winter the bar has been doing a business that indicates it practically will have paid for itself by the time the season opens.

to sell these memberships to substantial and desirable prospects.

The Detroit District G. A. effectively crippled the activities of the tramp golfer this season by recommending strict rules regarding the number of times a man could be invited to a given club. The clubs are cooperating well in this direction and for a tramp golfer in the Detroit district to get his fill of golf, he must go to a great deal of trouble "inviting" himself here and there. After a visit of two at any club, his presence there is not too pleasant.

The tramp golfer is still with us, despite the various regulations and recommendations that have been devised to combat him. But his activities have been definitely curbed, and with an improvement in business conditions, which will automatically make the job of filling membership lists easier, it ought not to be too difficult to eliminate him completely as a private club problem.

The daily-fee course owners are solidly in favor of this and in most districts are working with the clubs in an endeavor to end the miseries the tramp golfer has caused. There have been numerous complaints by fee-course operators in recent months over the unfair competition they were receiving from layouts that had been private clubs in balmier days, but today operate on a true fee basis, although still claiming to be exclusive membership or-

ganizations. The fee-course owners feel that any club that accepts players without restriction has no right to pose as a private layout.

Single Drink Bottle Favored for Club Service

MANAGERS and house officials who have begun to give serious thought to club whiskey service the coming season are favoring the idea of miniatures; bottles containing single drinks of 1.6 oz.

The cost is a cent a bottle more for such high class brands as Canadian Club, but the service advantages are such that it is expected many of the better clubs will adopt this method. There are 240 of the miniature bottles in a case. Each one bears the revenue seal and gives the members assurance against substitution.

Further advantages are closer control in handling by employees and members, neatness, no spillage and speedier service.

Demand for these miniatures by the higher class clubs is such that bottling facilities are taxed even in such plants as that of Hiram Walker & Sons at Peoria, Ill., which is the largest distillery in the world.

Clubs planning to adopt the individual service of liquor for the 1934 season will find it advisable to get in touch with the Walker organization regarding requirements at earliest convenience.

Begin Private Campaigns for Green Section Support

By HERB GRAFFIS

NOW THE FUTURE of the Midwest Turf Garden of the USGA Green Section and continuance of other research activities of the Green Section is strictly up to the golfers and clubs that have been crying and shivering at the prospect of curtailment of the Green Section's valuable work.

Official word from Herbert Jaques, president of the USGA, and Ganson Depew, chairman of the USGA Green Section, advises that contributions will be received specifically for Green Section work. Such contributions will be devoted to work in the territories from which the money is received, insofar as possible, although such work as the continuance of weed control work of national character probably will require that whatever of the money is devoted to this particular work be placed where it will do the most good generally. Weed control experiments, which are of special value since reduction of course budgets gave weeds a chance to take command, is one of the big jobs of the Green Section that was laid low by enforced curtailment of the Green Section budget by the USGA.

The United States Golf Association last year devoted more money to Green Section work than it took in from member dues. This year the budget had to be hacked. Golf club officials will understand.

The USGA functions of seeing that golf is played by uniform rules, with legal equipment, and that major championships are officially conducted, require plenty of dough even on a depression budget basis of acute thrift.

The Green Section work, which intimately affects every golfer who wants true putting surfaces, good fairway lies and proper tees, actually calls for more money than the USGA ever has been able to devote to it. The hell of the USGA's job with the Green Section is that everybody who plays golf gets definite benefits from the Green Section, but only a comparatively few of the golfers, through their

clubs, contribute to the cost of the Green Section's work.

It's Up to You

With the major problem of the USGA now being to get more members at the low rate of \$30 a year, the USGA is not going to figure itself in the solicitation of subscriptions for Green Section work. That will be done sectionally and every sectional golf organization of clubs, greenkeepers and pros is expected to show enough acquaintance with the requirements and value of Green Section work in its territory to start campaigning for funds on its own initiative. Those who do not know now what the Green Section work has done for golf are not fully qualified as sectional association officials until they inquire around and learn the score.

In the midwestern district John McGregor, former president of the Midwest Greenkeepers' Assn.; Joe G. Davis, secretary of the Chicago District GA; Wade Franklin, sports writer of the Chicago *Evening American*, and Herb Graffis, editor of *GOLFDOM*, have been appointed as the committee in charge of passing the hat.

They have begun to enlist the various sectional groups of golf clubs (private and fee), greenkeepers and pros in furnishing funds for the continuance of the Midwest Turf Garden on a basis of selling one of the most valuable services in golf. Plan involved is to keep USGA members and contributors in midwest territory in closer contact with the Green Section's work at the station than ever before.

Live golf interests in the midwest territory already have given indication of substantial contributions, and it is expected that the campaign will have a decidedly favorable effect on the renewal of USGA memberships by many of the clubs that have dropped out. Certainly \$30 a year for USGA membership is an expense that a well-operated club of any size can assume for the promotion of the game and its own direct benefit.

Review of "Good Old Days" Is Spur to Pro Progress

By WILLIAM V. HOARE

WHY HAVEN'T the pros more than 90 per cent of the golf business? I've seen the day when they had this percentage or more. Still, I am not one of the fellows who says "those were the good old days." The best of us who were selling all of our members all of the golf equipment they ever bought in the old days didn't get through those years with anyway near the net profit of an average year at a fairly good club just before the depression.

It is beginning to look like the depression is over so it is time the pros begin to plan for recapturing the strong position they held when American golf was younger.

I've been on both sides of the fence; as a pro cussing the manufacturers and as a manufacturer cussing the pros. I've found that cussing the other fellow gets just nothing net, but that discussing the other fellow and our mutual problems leads somewhere, so I am going to review my experiences and see if there is a lesson in them for the pros.

I was taught clubmaking by Charley Gibson at Westward Ho and came out to the states in 1896 after Charles Potter, president of the Philadelphia Cricket Club, had seen me at Westward Ho and offered me the job. The Philadelphia club had about 500 members; of them, about 150 played golf. I had to supervise the course, do the teaching, club-making and repairing, ball repairing, organize competitions, induce people to take up the game, play with them and see that they bought enough equipment to be able to play the game. It took 12 hours a day and I didn't think it was a hard job. One thing that I learned was to make my time mean something. The younger fellows now—most of them—are around the club enough, but they often fail to appreciate that time is money. A lot of times when they have nothing to do they might be figuring or working on something that will mean greater interest among the members and more money for the pro and the club.



Willie Hoare, in the early 1900s, when he was pro at Calumet. With that bandaged left hand he shot Westward Ho in '76.

Fred Miley, now at Lexington, Ky., was the youngster I broke in as my assistant. His daughter is the kid referred to as "the giant killer" in the Florida women's tournaments this year. Fred picked up the golf business quickly. American boys are adaptable, eager to learn and energetic if they have competent and conscientious direction. I found out from Fred something that always stays with me—that a pro's success depends a whole lot on his assistant, so one of the important parts of a pro's job to select the right assistant and see to it that he is properly trained and supervised.

We didn't have much of a sales problem in the old days; the market was growing too fast. That's a tip for us now. If we want to solve our sales problem we need to promote the growth of the market. I think that the way Fred Miley and a lot of other pro friends of mine have developed their own daughters and sons into good golfers has had a strong effect in increasing women's golf.

When we did have customers, they bought irons for \$2.50 apiece and woods

for \$4.00 each. There was a big profit on the sale, because we didn't figure our time as part of the cost. I doubt that today the public would stand for the margin of profit that we figured we had in the clubs we sold in the old days. Of course this business of figuring in our time, interest on money invested, assistant's wages, playing expenses and other costs of doing business didn't occur to us. Every cent we got over the cost of materials was considered profit.

We re-shafted clubs for 50c or 75c and as we bought the shafts for 25c or 35c we believed we were making 100% profit. If someone had told us about costs of doing business and pros had become conscious of these costs early in the game's American development, there would have been a lot of pros saved a lot of business worry. I'm sorry to say that some of the boys today appear to be just as dumb about business, operating costs and bookkeeping methods as we were in the gay but simple-minded nineties.

Profits in the Old Days

The old gutty balls we sold for 25c and 35c. After they had been hacked to pieces we remade them at a small charge by boiling them down, taking off the ridges and remoulding them to a slightly smaller size. I don't recall our exact costs, but I do know that by no manner of figuring did we ever get any more than a 25% gross profit, which is less than we get today with much bigger business.

In those days a very good pro got \$100 a month and had to pay his own room and board. Remember, he also was green-keeper. That \$100 was paid him for being there at work and stirring up golf interest. I am reminded that if some of the fellows in these times were more active running competitions and doing everything they possibly could to create more interest and play at the clubs there would not be complaints about clubs engaging incompetent kids for no salary. A competent man is only of value when he is busy showing that he is competent.

We got all sales and club-cleaning. Clubs were cleaned with emery-cloth. The hands and wrists of many of our American playing stars were developed by exercise with that emery-cloth.

Although the club-cleaning work was harder then, there were not as many clubs to clean for the money. The first good break the pros got in expanding their sales

per customer was the matched sets. However, we didn't increase the charges for club-cleaning and after we had figured our costs the club-cleaning didn't look like any gold mine.

Americans Develop Club Design

Golf owes a lot to the American influence in club-making. Americans, not knowing the traditions, spurred club design. Talking things over with some of our American boys and some of the more interested members, I'd be hit with ideas that I would sketch out and send back to Gibson, Forgan, Stewart, Nichol, McEwan or Old Tom Morris.

Old Tom financed a lot of the boys, but was a very poor collector. He died practically broke, so you can see that the pro credit problem is nothing new.

You can't impress me with any of those tales about the Scotch being tight. The exact opposite generally has been true of the Scotch in the golf business—they have been far too generous. The kindest act that can be done for any professional who is in over his head with bills—or is getting in—is to be hard and say he won't be supplied until he gets busy on getting off the cuff with his creditors. The manufacturer who lets the man or boy get in any deeper, after he already is in bad shape, is doing positively the worst thing that could be done to help the pro.

Some fellows have called me to my face—and elsewhere—everything they could lay their tongues to because I wouldn't sell them unless their dough was on the line, or C. O. D., even though I might have been able to get their order passed by the credit department of the company for which I worked.

A year or so later I have seen them out of jobs and unable to get new ones because of their credit record; broke and discouraged. They have said to me, "Willie, I wish to hell the other fellows had been as tough about letting me get in over my head as you were and I wouldn't be in the shape I am in today."

But the pros in the last several years have become much better credit risks than most other small dealers. They have awakened to the fact that their main need is not credit, but buying and selling brains and effort.

As a former pro I have often been asked if I didn't think the disappearance of bench-making of clubs ruined things for the pro. Not at all, is my answer. Bench-

making is a craft and the pro's job of today is a business. The business-men in any business are the fellows who hire the craftsmen and the craftsman usually considers himself fortunate to be able to get a job where the business-man will pay a good wage.

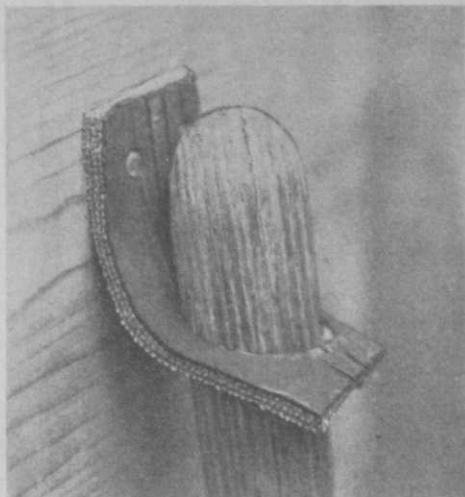
We can see what an effect for the better the vanishing of the bench-made idea had in the ball business when we realize that what gave golf its first big boost in this country was the Haskell ball. That ball would go 35 to 50 yards farther and what brings the American out to play is that business of hitting something and watching it go to far places.

Getting Back Business We Built

Some of the older pros may feel that we all got a bad break after we had built up the business because some of the business we had created was switched to other sales outlets. I think, on reflection, that we made our mistake when we started to feel competition by not snapping right into it and taking more of a personal interest in each member. When the stores started to take interest in our members we should have turned on more steam ourselves.

However, the smart pro today is taking a personal interest in his members and taking advantage of the superior location of his shop and acquaintance with his members and their games—advantages of great weight that pros always will have over other outlets.

I recently have completed a business trip that greatly cheered me. I hit some out-of-the-way spots where pros are doing a grand job building the game and handling their own business. It brought me back to my own pioneering days at Philadelphia and at Memphis and Los Angeles, where I helped lay out the first golf courses in those cities, and at Tedesco and Hot Springs, where at these resort courses I introduced many of our prominent business men and society leaders to the game they have learned to love. Maybe those old days when I would average \$100 a playing lesson out of fellows like the late Fred Bonfils have gone from pro golf forever, but there still are plenty of chances for the pro to make a great profit out of volume. Woolworth seems to have done fairly well in a volume business, and I can't see why the municipal, fee and college courses available for the development of more golfers aren't going to be used by the boys in multiplying the volume of golf.



Easily Made Wall Holder for Long Handled Tools

THE METAL or tool ends of the heavier long handled tools are of course most safe and convenient when resting on the floor, but the top ends of the long smooth handles are not such an easy thing to secure and space handily apart along the wall. Cut strips of an old tire casing some $2\frac{1}{2}$ " wide and $3\frac{1}{2}$ " long. Cut a hole through one end, through which the handle end will snugly but easily pass. Tack the piece of casing to the wall at such a height that a short outward movement of the floor end of the tool will permit the handle to be withdrawn. This simple little affair securely holds the handles and when not in use lays close and flat to the wall.

Treasure Hunt Helps Pro Ball Sales

FOREST STAUFFER, pro at Barton Hills CC., Ann Arbor, Mich., has his name marked on one pole of the balls he plays. He tells his members that when they find one of his lost balls and bring it into his shop he will exchange it for a new ball of the same brand.

Stauffer does not lose many balls during a year ordinarily, but this stunt has helped to sell so many balls in addition to those received in exchange that he finds it good business to lose a few balls intentionally.

Incidentally the players who are most frequently in the rough and find the Stauffer lost balls are those who need sales promotion on the higher quality balls.

Brainy Handling of Apparel Business Brings Pro Profit

By FRED E. NEWMAN

President, Jackman Sportswear Co., Inc.

CAN THE GOLF PRO be an apparel merchant? Can he augment his income substantially through the sale of sports apparel in the pro shop?

The answer is decidedly and absolutely "Yes!"—*if* the pro will make up his mind that he must operate like a merchant. In fact, the more he becomes a modern merchant, the greater are his opportunities for profit.

Analyze for a moment the attributes of a merchant and the methods employed in a successful, up-to-date store. Compare these facilities and methods with your own in the pro shop:

The store is usually burdened with overhead expense—rent, light, heat, insurance, clerk hire, delivery, etc., 12 months out of the year. You have little, if any, such expense.

With all his expense, the modern mer-

chant is satisfied with a moderate mark-up on his goods. In apparel, the customary mark-up is 50 per cent; that is, an item costing \$1.00 will retail for \$1.50, making the gross profit (50c) one third the selling price or one half the cost. Many pros, with a fraction of the merchant's overhead expense, mark their merchandise much higher. This might be okeh on certain items, but it is a mistake as the rule, for customers are shopping-wise these days. They may be willing to pay a "little more" on a golf course, but not an excessive amount as compared with a store purchase.

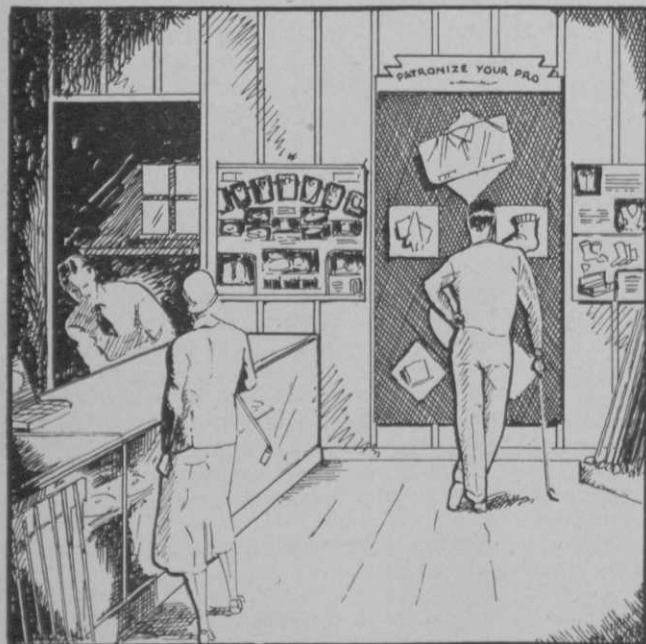
Plan for Turnover

The wise merchant strives for rapid turnover at a smaller profit. The wise pro does likewise. He doesn't have to carry a large stock, but he should have a variety

of useful and smart wearables, popular in price, on which he can realize a fast turnover. On his higher priced items, he might have a sample of each, or order from a catalogue. That is the secret of profit and success—turnover!

The wise merchant holds down his inventory, discounts his bills, guards his credit standing, works closely with his buying sources, and does not abuse the privilege of returning goods. The wise pro is quite mindful of these important phases of merchandising.

The successful store has a "front." It depends on window displays and devotes great care to the proper display of merchandise inside the store. Not every pro shop has windows suitable for display (though back-



grounds can often be built), but there is great opportunity for improvement in interior display of apparel. Merchandise well displayed is half sold. Get it up where people can see it, put a reasonable price tag on it, and your chances for making the sale are greatly increased.

Makes Display Suggestion

In the accompanying sketch, an idea is conveyed for a large wall panel constructed of felt or beaver board on a wood frame. Any "handy man" can build it easily and inexpensively. A wall space, not used now, can be utilized. Black felt, duvetyne, or sateen, make a good background. Contrasting squares or circles of felt can be tacked or glued on to enhance the display, and the various items can be mounted with thumb tacks over these panels. The merchandise can be wrapped in cellophane to avoid spoilage. Most dime stores or dry goods stores carry cellophane. A little price tag can be pinned to each item—socks, caps, gloves, underwear, shirts, etc. Getting a sample of each fast moving item on display this way is bound to help sales.

It is also important to keep cases, counters and shelves neatly arranged. Display items in the case and on it, in thoughtful taste as to item, size, color, price, etc.

Advertise Yourself

The alert merchant advertises, and strikes out into several directions for business. Newspapers, billboards and direct mail are not his only media of advertising. He belongs to organizations, attends luncheons, gets around and makes himself known. If he is a clothier and haberdasher, he looks the part.

You—YOURSELF—are your best advertising medium! What *you*, as the pro, wear yourself, *goes!* You know that. Why not cash in on it? Your members are always ready to spot a new cap on you, a new shirt or anklet or dodad of some sort. And the first thing you know, they want one like it. Phoning and dropping messages to wives of members is smart advertising, and acquainting yourself with hubbies' and wives' anniversaries often leads to a sale of a "gift" item.

Your locker-room is a great place to advertise. Why not put up a sign in the locker-room reading "UNDERWEAR, SOCKS, SHIRTS, etc., FOR SALE IN THE PRO SHOP." Get the locker-room steward to work with you and for you. What is more disgusting than a clammy suit of under-

wear after a shower? Do your members know you carry underwear?

Push Caddie Outfits

Caddie outfits can be made a source of added revenue. Many clubs have a caddie fund—members drop a dime in a box after each round, and the accumulated sum goes for caddie outfits; or the caddie buys the outfit himself. A distinctive caddie sweater or sweatshirt, and cap, is an asset to the club's appearance, and also is helpful to the caddie in gaining recognition for "hitching a ride" to the club. The pro can work with the caddie-master on caddie outfits.

After all, the whole problem is pretty well up to you. If you were located in a store with fixed overhead, you'd make it your business to sell a lot of goods. Why not, then—with the advantages of little or no overhead expense—make an intensive effort to sell more sports apparel! It has been done. It is being done. It can be done—and you can do it if you try.

Buy wisely and cautiously. Don't overload yourself, but have a variety of *useful* items. Be satisfied with a reasonable mark-up, and meet competition. Above all, strive for turnover. Don't try to become a merchant. You are one. Be a good one!

Pros Make Good as Merchants

You need not think that you are stepping out of your field as a merchant when you are selling apparel. The reason for your selling is entirely service to your members; otherwise not even your desire for profit would warrant your operation in this field of merchandising.

There are many pro merchants who have been so decidedly successful in this apparel selling that there can be no doubt of the wisdom of having apparel stocks in pro shops. The main risk element is the merchandising ability and effort of the pro who is responsible for the shop.

Let me cite the comments made by two successful pro merchandisers of apparel, James K. Thomson of Mohawk (summer) and Ormond Beach (winter) and Paul Erath of Edgewood CC (Pittsburgh district).

Study Your Members

Erath says:

"The pro must make a special effort to show that he is interested in helping the members in their selection of sports apparel as well as in the proper selection of their golf playing equipment.

"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.