

Between Ourselves

is to check up on how much has been done to bring about the improvements the administration desired. The points of shortcoming, brought forcibly to the attention of the responsible committees, probably will get more attention in a few weeks than the president's fondest dreams contemplated. An element of competition in achievement may be introduced to committee activities as a result of this appraisal of the work done to date and keep all committees "pepped up" through the dog days of August.

Pros Learn to Be Business Men Quickly

Around seven years ago golf first attained the "craze" status in the United States. Previous to that time it was enjoying a lively growth, but nothing like that it has experienced since 1920.

In view of this phenomenal development of the market it seems to us that harsh criticism of professionals generally as business men is without foundation. They have done far better in getting their bearings quickly than many other men in new work. They have improved as business men at a quicker rate than most to whom selling is an old game. Look about you at other comparatively new businesses and you will find a condition of distress prices, selling oversights and extravagances, and frantic efforts to break even.

The professionals, most of whom have been denied education in even the first principles of merchandising, and many of whom are not naturally of a merchandising temperament, are going at their big job of making themselves business men in a way that entitles them to the cordial co-operation of their clubs and their sources of supply. These professionals are succeeding in intensively cultivating their markets, in getting the right displays of merchandise and in establishing and following the correct selling procedure, in an amazingly brief period as business history goes.

This season, so the salesmen of golf goods say, is marked by a general quickening of progress in professional selling practice. Shops are more attractive. The professional and his assistants are keen in developing buying action, and most significant of all pro credit rating has taken a wonderful turn for the better.

Competent observers have been kind enough to credit GOLFDOM with spurring this professional achievement of a sound business position. We thank them, for we are not modest enough to deny any such statement that is due to have a favorable effect on advertising. But in passing along the congratulations for bringing the pros into their own we pay tribute to the Professional Golfers Association bodies. By their firm and persistent work in emphasizing good credit as unflinching identification of a good pro, they have focused attention of their members on good business methods in a sharp and successful fashion.