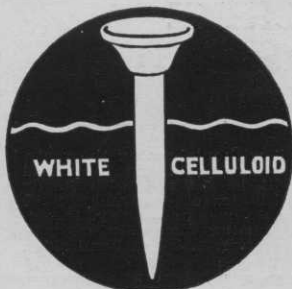


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has hit the subject right on the nail head. More power to your good magazine. What with baseball coaches, caddie-masters, etc., jumping into professional berths at any little money they can get, what chance has a first-class all around man in securing a position? I have been out of a club all this season. My reputation as a player, coach, club-maker, and in golf course construction and designing means nothing apparently. Why some clubs are passing up fellows in my situation, I cannot understand. I am a teetotaler, a hard worker, and my record and integrity are above criticism. I am not the only one—there are dozens such men seeking appointments. It is time the U. S. G. A. and P. G. A. did something, or got together on the subject. What we need badly is an executive who can work out the P. G. A. unemployment problem. Also, we need the U. S. G. A. behind us.

"My experience in England and America is very well known. You know it is very hard for any one professional to please every member in his club, but when the pro is trying, he should be given every encouragement by his members, and a word of appreciation goes a long way in bringing the best out of the pro.

"I have only said a little of what I think."

I remain,

Yours respectfully,

H.

## Merchandising Brings New Era, New Problems to Pros

By "JOCK MAC YANK"

I HAVE been wondering for two years what the professionals are going to do to make the most of their "hour of destiny." Conditions have brought us face to face with the second great era in pro golf and we professionals must take cognizance of these conditions before they have passed beyond our control, or at least, our supervision.

No man can serve for almost three decades in professional golf, as I have, without acquiring a more or less philosophical and studious frame of mind. I have

lived tranquilly through that period when the Scotch and British pros and the American "homebreds" were finding out, after some hasty and ill-considered talk by misrepresentatives of both sides, that they were all brothers in the bond with common interests, common aims and an uncommon unity of high principles of service to the sport and its followers. I witnessed, with well-founded concern, the great development of the last ten years when golf advanced faster than the supply of competent professionals and, for that matter, competent greenkeepers and clubmakers.

During this period of great growth the P. G. A. came into being and I will maintain before any debater that the present P. G. A. has done all that is humanly possible to guide the increasing roster of professional golfers along lines of most good to the largest number. Golf grew so quickly that neither the P. G. A. nor any other business organization I know of could have maintained a 100 per cent ideal professional personnel. Now we have reached a point where it seems that the development of the games has steadied down to a healthy and substantial normal growth. We now have some time to devote to the training of young men upon whom we can put the stamp of unqualified endorsement for any professional job. We have reached the time in the history of golf when we will have to shake the idea of our youth that golf is entirely a sport, even though we were making our living at it then (and now). For today golf is a business for us, just as it is for the club manager and the greenkeeper. The professionals must get organized on a thoroughly business basis now with the sun of golf's business day shining on us, or pay dearly for missing an opportunity.

### Need A Helping Hand.

GOLFDOM'S suggestion of a helping hand in a managing director strikes me as filling a need. It is obvious to any one acquainted with the demands of professional positions like those held by officials of national and sectional P. G. A. organizations that they can't possibly have the time nor the office equipment to handle the work that they want to do for the P. G. A. Personally I regard a P. G. A. official much of a martyr, a man who does his best for his fellow men and gets his



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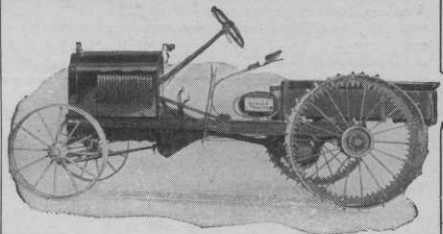
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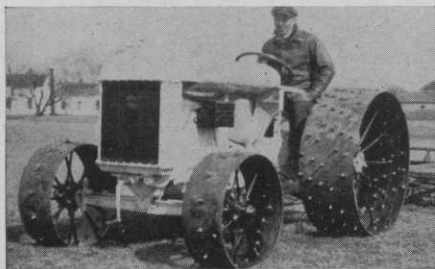
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reward, if any, in the next world, if any.

The P. G. A. can't, under any circumstance, afford to jeopardize its independence, and it never wants to get in an un-American attitude of abject servility. We need the best man, or men, that we can get in the managing directorate. We need someone who is well known, someone with interest and time enough so that he will really help us and our officials personally without turning the job over to a secretary of his own. What a job he could do in helping us all! We could use a man to carry out our official policies who would be strong enough not to arbitrate between right and wrong. He'd have to see and stand for the right even though some of us were staunch in our mistakes. He should be a man of some national standing and reputation in golf and although this would probably mean that he would be rather well fixed financially, he couldn't be so obsessed with the idea of his importance that he would not be democratic enough to have tact.

I agree with the GOLFDOM article's statement regarding the capability, energy and faithfulness to the pro cause of our elected officials. They know what the pro situation needs. Whatever man we might get, is the man who could help them most effectively. Who such a man would be, I don't know, and I have had the idea in the back of my head for a couple of years at least. At times I have thought that we might have several such men, located in the various major sections of the country; men on the order of Wm. Fownes in the east, George Thomas in the Pacific slope territory, maybe Bob Jones in the south, and in the central and southwestern territories I don't know who, for I am out of touch with the situations there.

It seems to me that the knowledge these men have of the pro situation and their frequently demonstrated sympathy with the pro position, qualify them to help us help ourselves.

If just one man were picked for the entire country I am of the opinion that some lawyer would be best, not only because of the training of these men as intermediaries, but because there are quite

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a few problems of a legal nature that might come up. One of them that I call to mind concerns the advisability of a standard contract between the pro and his club; a contract that would fully cover the interests of both parties. Another concerns contracts that are offered to pros by manufacturers.

### Pro Credit Rates Well.

The pros have improved wonderfully during the last few years in their business practices. I have talked with several manufacturers and credit authorities who tell me the pros, by and large, are much better credit risks than the average sporting goods stores, the radio stores, and like establishments retailing golf goods. We need organization work that will further this progress and promote other aspects of our business development.

I am satisfied that the administration the P. G. A. is enjoying has been responsible to a decided degree in bettering the business methods of pros but any administration can go just so far, without proper facilities.

### Argue It Out.

Every pro has his own ideas on this subject. Mine, as I have set them forth, may be open to lots of correction and I am willing to stand corrected if some one can convince me that his ideas would be better for the pros.

I have hopes that the P. G. A. meeting this November will bring forth the constructive thought of the professionals. The time is right and we can do a lot together if we will bring some definite ideas into the meeting instead of just talking and arguing to hear ourselves, as we often do.

Our P. G. A. has brought us into a place where it is possible for us to step into a brighter picture of profit, security, unity and power than the pro ever has enjoyed heretofore. Now it is up to each pro to do some real co-operative thinking and work to take advantage of the situation for the good of golf, the good of our clubs, and last, but far from least, our own good.

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