



Photo, Underwood and Underwood

Jack Tarrant, pro at Pasadena (Calif.) municipal course, has big classes of pupils he teaches in that city's famous "Rose-Bowl"

life-and-death matters that confront most small retailers. From the mere fact that the last couple of years has seen the pros seriously studying their merchandising has resulted in an improvement in practice, profits and promise. It seems to us the pros would be better off to put an abrupt stop on singing the blues, for actually there's no valid reason for moaning, but quite the contrary as a general thing in pro golf.

George J. Pulver, pro at the McGregor Links, Saratoga Springs, N. Y., who wrote on pro matters in April GOLFDOM, comments on the pro situation as it lines up with that of other retailers in an interesting letter which we print herewith. It is something for the boys to think about in getting set for further advance in the golf goods selling field which they plainly command today. Pulver says:

United Front Imperative

"The evils the pro golfer is facing today are no greater, nor different, than those which nearly all retailers are, or have been at death-grips with, since the war. Our problems are quite in common with ones obtaining in other lines, whether it is distributing needles or reapers. If we are to keep our place under the sun, we must do as other retailers have had to do.

"Why all the mergers during the last few years? Why have cut-rate drug stores come into being unless to fight the Liggett and other combines and why have individual

grocers, hardware stores, and dry-goods distributors been forced to pool their buying, if it is not to meet the competition of those chains, which represent so much wealth that their volume and cash buying enables them to cut the price to the consumer in order to get the business?

"This is the era of combines, of ceaseless striving for all available business, and the individual is being swallowed up by groups who have made themselves all-powerful by acting together. There is probably no organization so decentralized, so individually opinionated, and so remotely co-ordinated, considering their economic importance, than the professional golfers today. While they represent thousands of dollars worth of transactions, they meet infrequently, they hold no conventions to cull over their ideas, and except for an occasional gathering of delegates once a year, there is very little done to bring the members closer together.

"We must act more in concert that we may have more power, that we may create more respect, or be brushed aside by the combined, and the aggressive. We must not expect anyone to feel sentimental towards us—there exists little altruism in business today—the fittest only survive, and for one, I believe we should yield an inch only when forced to do so. Let us fight for uniform trade practices, equal discounts, and find out why golf equipment continues to filter out through secret channels to be dumped on the market by unauthorized agencies, who sell with no regards to what should constitute a fair profit taking on sales."