

pensation thereunder from the club, or of bringing an action based on negligence against the person responsible for his injury. But he could not pursue both remedies.

As to injuries to passersby upon a highway, the club's liability would seem to depend upon whether or not its method of maintenance constituted a danger to the public. If it did, as in the English case reviewed, the club might be held liable. But, in the absence of such a showing, the injured person would have recourse only upon the one directly responsible for his injury.

Pros Today Must Protect Players, Manufacturers and Themselves

By THE ROAMER

DURING THE past three months the writer has made contact with many of the golf professionals in Illinois, Wisconsin and Minnesota, and opinions were unanimous and uncomplimentary about certain manufacturers of comparatively recent origin whose policies seem to have been made by the production department, with a view to maintaining schedules, instead of by officials interested in securing a place for their companies in the economic firmament.

In one section, a well known ball was being peddled to business men in their places of business, and players in another section have worked out a "system" of "collective buying" which enables them to obtain golf balls at wholesale prices. In another section a fairly well known make of golf clubs can be purchased at wholesale prices by any one having the price. In some places golf goods of well known makes in the department and cut rate stores are quoted at prices paid by the pro for the same goods. This is undermining the business in a manner that is bound to prove a boomerang and have the opposite effect than the one intended of increasing sales volume.

Some of these manufacturers are apparently out to get the "egg" and "to hell with the goose." They apparently regard the professional as a necessary evil rather than as a mainstay to the game and without whom golf courses would soon fall into disuse for lack of membership interest and development.

It must be apparent to any one capable of thinking that the time will never come when golf skill will be acquired by any

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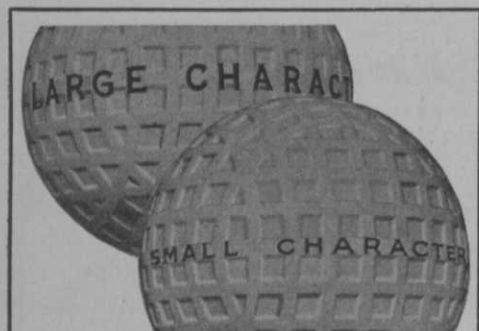
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other method than by teaching and that alone makes the future of the golf professional secure. Revenue from the sale of golf merchandise is as much a part of the pro's income as the money paid him in salary by his club. If the pros' income from the sale of merchandise is reduced due to lack of appreciation by club members, apathy on the part of club officials and short-sighted policies of inexperienced manufacturers, one of two things is bound to happen. He will either have to have a higher salary or he will be forced to find a means of getting the merchandise he sells under exclusive trade marks.

Price protection for the pros as well as the reputable stores is one of the very serious problems for the manufacturers these days.

The flourishing manufacturers are giving the professional protection to which he is justly entitled. Economic laws are caring for those who minimize the pro influence.

This year will go down in golf manufacturing history as a year of rather troublesome and conflicting policies. The executive who in 1930 pondered the question as to whether he should protect the pros' interests or whether he should go out and "get his" by selling the drug, hardware and cut rate stores will no doubt have the answer by 1932. With price-cutting becoming tragic, the answer will undoubtedly be written in red ink.

As the professional becomes better organized he will no doubt see the necessity of educating the public to the difference between a can of tomatoes and a set of golf clubs. A can of tomatoes is a can of tomatoes and with the same label it is the same thing no matter where you buy it. A set of golf clubs however, falls into an entirely different category as a sales problem. If people were all of the same mentality, physique, and development and skill in golf could be acquired as easily as blowing soap bubbles, then it might be possible to sell golf clubs over a counter just as you would sell the tomatoes. A set of golf clubs has certain characteristics that forever shut out this possibility.

Selection of a set of clubs will always require the aid of some one with years of experience in finding out just what is required in each instance so that the embryonic golfer will get the right start. In golf, as in many other things, this is the cheapest procedure in the end. It is therefore evident that the professional is as secure in his business as any one can ex-

pect to be and all that remains is for him to get a fair share of the profits to which he is entitled.

To stop the deluge of cheap clubs, balls and other golf goods with which the market is inundated the pro must remember one thing of vital importance; particularly must this be considered by the young pros who have less experience than the old timers. When a pro buys and displays on his shelves merchandise that is similar to products that are flooding the stores, he is giving his approval to this lower grade merchandise and the practices that promote its sale. Without the support of the pros, manufacturers of this junk will rapidly fade out of the picture, which will be a good thing for all concerned; the pros and the first class manufacturers.

Another angle to this cut-rate business and one that escapes the attention of the average man is discovered when you find your members buying at the stores, goods that you are displaying on your shelves. Your member naturally reasons that you approve of these goods and then makes his purchase in the store where he can beat your price. In other words you make the sale . . . the store gets the profit.

If the writer may suggest means to combat the evils enumerated I would strongly urge the pro to work along the following lines.

1. Back up and support your organization. No unorganized business ever got anywhere.
2. Back up companies whose policies square with the pros' interests.
3. Blow a cold breath on any merchandise that does not conform to the standards of the profession.



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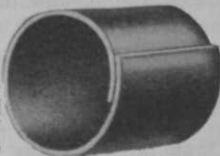
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