

WHY BUY FROM YOUR PRO?

1. His merchandise is expertly and properly selected instead of being job-lot stuff bought because it is cheap.

2. He depends on your business and your good will alone for his business success. With a market limited to his own members he can't take a chance on misrepresentation on the basis that "there's a new sucker born every minute."

3. The collective pro purchases for resale of first-class golf goods is the largest part of the quality market business. This commanding volume and realization that the pro makes the market, is responsible for the pros getting first choice of the competent manufacturers' best merchandise.

4. You always have the pro handy to make adjustments of complaints. He must see that you are satisfied. That's what he's hired for. There's no policy of "let the buyer beware" at the pro shop.

5. Pro shops' stock are fresh and quickly turned over. You don't get obsolete or stale merchandise at the pro shop.

6. The pro shop is the handiest place for you to buy.

7. The pro can—and DOES—compete with any other retail outlet on a fair price basis. When a bargain is a real bargain instead of dead-stock and distress stuff it is presented to the pro-shops first. The pros, as expert buyers, know real bargains and pass them on to their members. False alarm bargains are presented to the unwary at the dumping outlets.

8. After all, what you buy golf equipment for is to get a better score and more fun out of your game. The pro's service follows up on your purchases to see that you get ALL you wanted when you bought.

9. A good pro has to make a living so he can afford to stay with a club, promote its progress and the pleasure of each member. His salary usually is only nominal. He was hired on the basis of at least a tacit understanding that members would extend their club loyalty to the pro shop.

10. The pro alone can give you expert, close-up service in precisely fitting your playing equipment to your own game.

STUDY TOURNEYS

PGA Plans Sectional Uniformity— Look Into "Open" Promoters Planning

ONE OF THE points the PGA plans to act on at its annual meeting at Peoria, Ill., this fall will be that of uniformity in sectional qualifying and promulgation of further regulations covering the sectional qualifying for the pros' national championship.

How ties should be played off is to be determined. This year, and previously, various sections have had no uniform method of playing off ties for last place. Some of them work on the "sudden-death" basis of eliminating the high scorers hole by hole in the play-off, others go 9, 18 or 36 holes.

Talk about offers made by qualifiers to sell places to those who barely missed out may bring about a ruling to allow no substitutions or extensions.

Another detail of tournament conduct that will come before the delegates for deliberation probably will be that of manner in which some local "open" championships are run. In a recent case pro entry fees exceeded the pro prize money. Pros were attraction for a large crowd. One of the leading tournament players refused to compete, standing on principle that the pros were being made to pay money to put on a show for benefit of the promoters without pros being proportionately rewarded. At least one of the coming winter's Pacific Coast tournaments will be run on a pay-off basis of certain guarantees and after that percentages of the gate in proportion to order of finish.

Situation needs clarification for benefit of tournament promoters as well as for pros. All has been serene on this front since early in the history of the pro winter tournament swing when it was discovered in at least one instance that prize money was not being paid off to extent promised in public advertising and to the players.

WHAT'S the pro record for number of golf lessons given a year? Bob Luton at the Los Angeles Griffith Park municipal course is credited with 5,700 within 2 years.