

Pro Co-op. Buying Is Unsound Says Texas Professional

GEORGE AULBACH, pro at the Dallas (Tex.) C. C., and one of the country's successful and hustling pro business men, expresses his carefully considered opinion on the fallacies of pro group buying arrangements:

"I believe co-operative buying on a national scope is economically unsound because the very basis of the idea is to eliminate a legitimate profit to someone who gives valuable service. Profit is the foundation of progressive industry. Some pros overlook the fact that profit to the manufacturers is just as essential as it is to themselves. When the manufacturer makes a fair legitimate profit he offers more assistance to the pro in selling and thereby increases his sales. Everyone who renders service needs profit. I suggest the pros cut out bargain hunting and help put American industry back on a profitable basis.

"I know of no commodity that was ever marketed on a national cooperative plan that was worked to a successful conclusion to the complete satisfaction of all concerned. The only success that American history can point to in cooperative buying has been on a very small scale. Therefore, I believe two or three pros may work out a group buying plan and be fairly successful. But as soon as such buying becomes large enough to seriously affect the production of large manufacturers of standard merchandise, then war will be declared. It would be a battle of manufacturers against pros and cooperative organizations. There would be a grand unloading, a market full of gyp merchandise and cut prices with no standard basis for legitimate profit. I have always scoffed at the idea of national PGA cooperative buying.

"My advice to the pros is to forget the cooperative buying idea in a big way and concentrate on what they can do to assist the manufacturers to produce better merchandise, give better service and improve pro credit relations. I believe if the boys attempt to do anything that would upset the present scheme of merchandising through the pro by the manufacturers, it would have a disastrous effect. For years we have been plugging to sell the idea to the manufacturers that the pro was the only logical outlet for their merchandise. And now they seem fairly convinced that

the pro is their best merchant after all. Now they are working with the pros better than ever before and any move to change this set-up of doing business seems to me like a lack of sound judgment.

"Right now the pros are sitting on top of the golf industry with the power and strength they have never had before. I suggest that the pros sit tight and when the depression smoke clears away they will be regarded as bigger and better business men."

Punk Asks for a Job and Tells the Truth

ONE OF THE well known Minnesota professionals suggests that if applications for pro jobs were made under affidavit, the pro unemployment problem would be solved by clubs hiring only pros who are pros, instead of being influenced solely by the applicant's willingness to work for no money—or less.

He submits a "job wanted advertisement" that he says would exactly fit some of the gang who are making it hard for pros who really are first class men. He sends this ad for Chase Emaway, who is willing to go anywhere as pro-greenkeeper:

I am 38 years of age; feel like 60.

As a player I can break 100 anytime.

As a teacher will guarantee to twist my pupils into a knot in two lessons.

Can charge 3 prices for merchandise easier than any pro in the country.

Clubmaking has always been natural with me. I can turn a No. 5 iron into a No. 1 in ONE sock.

I don't know if credit rating amounts to very much but will say, with an air of proudness, that I have not paid a bill since the days of the Haskell Bramble.

I might as well mention references too—I believe I can get a good reference from the best bums and heels in this vicinity.

I might touch upon the greenkeeping end. Burning greens with sulphate is one of my pet hobbies. I recently established a record for myself in burning a green completely in 4 hours.

In closing my plea for a position, I will absolutely guarantee that I can make it just as miserable for the members of the club as any human being can. I will chase them away from the club just as regularly as the membership committee can sign them up.