

"SAYS YOU . . . BUT . . ."

Jimmy Anderson, pro who asks and argues, learns success secrets he applies at club

JIMMY ANDERSON, pro at Pine Lake, Mich., is known in PGA circles as one of the most argumentative fellows in the business. When the amenities call for silence or assent so that everything will be outwardly peaceful, Jimmy keeps stirring up debate by very blunt expressions.

Still he has that happy knack of arguing in a calm way so that no personalities are aroused and at the outcome Jim has many strong friends. He is regarded as one of the liveliest businessmen in pro golf, and like all other live ones has had his experiences with false alarms as well as with successes; the latter being so much more frequent than his few bum guesses that Jim rates solid as a commercial and professional success.

One time this correspondent rode with Jim and another pro in a Pullman compartment for about 400 miles, during which Jim argued the night out. As day broke Jim was asked, "What the hell do you want to keep on arguing about? You've won enough of the debates and lost enough to pipe down and let us go to sleep."

Anderson's answer was illuminating.

"I want to learn. I'd be broke and canned from my club if I let myself get in the habit of not asking myself and others questions. What would happen to me and to other pros if we believed, without question, those old sayings like: 'keep your eye on No. 1'; 'The Lord helps those who helps themselves'; and 'self preservation is the first law of nature?'"

"What if we really believed 'the customer always is right?' That would make us always wrong.

"I'll tell you where we'd be . . . there wouldn't be any pro business. The reason we are pros and in business is because we are supposed to have the right answers and to give them to our members in instruction, pro department service or in any other way that will help our clubs. We have to revise the old gags to read, 'Member preservation is the pro's first law,' 'the Lord helps the pro who helps his members,' and 'the customer always

wants to know what's right.' That's what we're paid for and that's why I keep asking question."

Jim Seeks the Answers

In all the arguing that Anderson has done there has been one feature standing out. Jimmy doesn't argue with the answer already positive in his own mind. He will give the other fellow an 80-20 edge to prove that Anderson is wrong. If some new facts come up that let light into Jim's hunt for wisdom, so much the better. Anderson can accept proof that he is wrong about as gracefully as any fellow in the business and instead of having vain regrets that he has been proved human, proceed immediately to put his new learning to some profitable use.

One of the basic merchandising habits Jimmy has is to study the successful stores. He patterns his own shop along the dignified lines of leading retail merchantile establishments, with the addition of a polite, informed and interested air in customer service that the first class pro can employ because of his intimate knowledge of members' temperaments, games and other details.

His idea is that a pro to compete successfully with stores should start by considering that the store may be right and the pro wrong. If so, it's easier for a pro to change policies than a store, but it's seldom the case that the pro is all wrong. There may be only a few places where the pro is wrong. Is the pro buying right? Is he handling his credit right? Is he presenting the merchandise properly before prospective buyers at his club? Is he really making a tactful and persistent effort to sell as a service to members rather than being in hope that members will buy at a profit to the pro? Is he showing a broad interest in the club's welfare and working to promote it? Those are some of the questions that Jim believes each pro should ask himself often. Jimmy checks up on himself that way. He maintains that it will surprise, but help, any professional to take inventory of himself once a month. No matter how good you are, Anderson says, you'll slip or stumble

through carelessness that all humans have, unless you keep watching your step.

Has His Own Business

Jimmy is the head of a pro accessory business that sells Tam Tape to a lot of the fellows. This business has kept right on growing on a modest basis. The work on it is done after hours at the club and during the off season. In that enterprise Jim has acquired a broad picture of pro business operations and applied the lessons to his own club work. He can give the boys credit advice and read some of them credit riot acts that make any of the larger manufacturers' credit department strong letters read like benedictions. He sums the credit problem up thusly:

"No pro or anyone else, has any more right to play around with my money than I have to play around with their dough or my club's funds. If they can't pay, they'd better take themselves in hand and get on a firm footing or they will be out of luck and have only themselves to blame. Of course the pro business is a hard business, but what is a cinch these days?"

Applies the Golden Rule

Anderson probably gets as large a percentage of his members' golf business as any pro at a club of Pine Lake's size—350 members—can boast. He has built up this patronage on a platform of member confidence in him and his merchandise. Jim says: "To sell any person a bag, club or ball at a price above its rightful value (which includes the cost of pro shop operation and profit) is bound to turn out to be a calamity for the seller. If a pro regards a buyer as merely some person out of whom a profit can be made, there's not much reason for that buyer being especially anxious to do business with that pro."

There is no place for secret gossip sessions in the Anderson plan of successfully handling pro business; it's got to be out in the open and a free-for-all argument to a decision, or he has no time for it. And whatever objections there may be to this policy, it certainly has paid Jimmy.

Japanese Team Begins Busy American Tour

PROSPECTS look bright for a highly profitable tour of the Japanese professional golf team under the auspices of the PGA. The Nipponese arrived at Seattle, April 21 and warmed up in an informal match at Vancouver.

First two appearances were scheduled

with Northwest PGA team, April 28 at Seattle, and with Portland (Ore.) PGA team May 1. From there the Japanese teams moves south to play matches against Northern California and Southern California PGA teams. On May 16 and 17, the team plays in Kansas City, May 18-19 in St. Louis, May 26 in Chicago. Other dates with PGA sectional teams and against University teams are being arranged by Bob Harlow, PGA tournament bureau head. The Japs play in the National Open and from June 13 to 15 will compete in the General Brock Open at Niagara Falls, Ont.

Club officials desiring to book exhibition matches for the Japs should write Harlow at 1760 First Ave., N. St. Petersburg, Fla. Tommy Miyamoto of the Ibaraki CC, Osaki, is captain of the invading team. Miyamoto, Bob Asami and Jack Yusada have played in the United States before. Miyamoto and Asami have won both the Japanese open and professional titles. Other members of the team are S. Chin, Kanekichi Nakamura and Toichro Toda. Toda at the age of 22 has two years of successful big-time competition in Japan behind him. He won the Western Japan championship in 1933 and 1934 with all leading Jap players competing. He is rated the most promising young player in Japan. Asami is the largest player on the Jap team and longest hitter of the troupe.

The team was selected by the Japan Golf association, whose secretary, Yutaka Kanuma, will manage the team while in the U. S. The team will travel by rail from the west coast to St. Louis and from that time on will tour in Uncle Henry Doherty's Miami-Biltmore aero-cars.

Harlow has had many requests for the Jap team's appearances and at present is completing their schedule.

Glasgow Gives Up Money for Handicap Cuts

JACK JOLLY relays to us news of an interesting golf competition conducted by the Glasgow Daily Record. Prizes to the value of \$250 will be divided among the first 25 players, who between April 1 and September 30, succeed in reducing their handicaps by half. The Record states: "A player who reduces his handicap by more than half will naturally take precedence over one who only halves his handicap."

The idea looks like a good one for pros to adopt in increasing lesson business and play.