

than any other group of small retailers in the country. He has an ideal point-of-use selling location. He is—or certainly should be—closer to his customers than almost any other small retailer.

On this subject of intimacy with his customers, a nationally prominent and successful business man recently told this writer he believed the pros made up one of the most influential groups in the country, but very few of them knew how to use their influence. It was his suggestion that the pros, instead of telling sorry tales of cut price competition with lower quality goods and referring to lack of member patronage, go about the solution of such difficulties by diplomatically detailing the superior values of pro shop merchandise, and the dime-for-dime edge pro goods have over the cheap stocks of the "bargain" stores. He might then get his business men members interested in giving the pro advice and assistance in putting the pro story over. The influential member then would feel himself partially responsible for the success of the pro's business operations. It was this man's opinion that pro complaint of lost business encourages members to sample the goods of competitors.

Why Mess With Alien Worry?

This all gets around to the sound advice of minding one's own business first instead of expressing lively concern about the practices of competitors. It's a mistake fairly common to all civilized humanity. Some rather ridiculous and weakening inconsistencies come out of this eagerness to run the other guy's business instead of devoting the energies to one's own affairs. Maybe—but we hope not—players may have reason to call attention that while pros have registered some perfectly legitimate squawks against co-op buying at "wholesale" prices of golf goods by corporation employees or other groups, several of the same pros proclaim loudly the merits of co-op buying for the pros. If that *reductio ad absurdum* of co-op buying were carried through the entire populace there would be no need of pros selling and serving members, and eventually not many club members with the ideas of profit for service rendered and an American freedom of buying choice eliminated.

While the old gag, "the customer is always right" has plenty of holes in it, there's still enough good sense to it for the pro to consider carefully whether the pro himself is wrong when the customer is not

doing the buying he should at the pro shop, or whether the customer is willfully and stubbornly ignorant.

At any rate, while the pro is trying to figure out the answer to his merchandising and policy problems for this season, we hope that he won't go about it on the Walgreen plan of blaming somebody else in a case where he is not entirely free from guilt.

Willie Hoare, Pro Vet, is Convalescing

WILLIE HOARE, vet pro and pro golf salesman, is winning the battle to regain his health. Doctors advise that Willie will be able to tour his neighborhood in a wheel chair this spring but won't be up and around on his legs for some time. Willie suffered a sunstroke and complications during the 1934 Illinois Open that has kept him bedridden for nine months. He is still too weak to acknowledge the many thoughtful and welcome letters he has received from his pals and wants the boys to know that he appreciates their notes and would like to hear from them all when they get in the mood, at his home address, 4879 N. Paulina Ave., Chicago.

IT LOOKS like there must have been something to that tale GOLFDOM carried, quoting an insurance authority's high rating of golf pro salesmanship. Read the following Associated Press item:

"General insurance agents have approved an agreement prohibiting golf professionals from selling life insurance in Indianapolis 'on the side.'

"Many of the larger life-insurance companies are said to be behind a movement to stop professional athletes from augmenting their earnings in the insurance business.

"Theodore M. Riehle of New York, president of the National Association of Life Underwriters, says agreements to eliminate 'obviously unqualified' persons from the business is one of the biggest steps taken by underwriters to set up standards in the field.

"Tennis players and amateur athletes who participate in sports as an avocation and not for the purpose of earning a living are not affected by the agreement, says Riehle."