

PROS SHOULD NURSE POST-WAR AMATEUR TALENT

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A GREAT opportunity for pro golf to give strong impetus to post-war golf lies in the development of amateur stars.

We can review the history of American golf and see that pro business expanded in proportion to their development of amateur talent. Ouimet, Evans, Jones and the rest who were taught and encouraged by pros to become stars meant the addition of hundreds of thousands of players to the game and corresponding increases in pro earning possibilities.

Consequently, as pros and with due regard for our own competitive tournament games and earning potentialities, we cannot neglect accenting the development of amateur champions.

We as professionals who aspire to make our business and our individual incomes larger are going to have to make more of our time available to promising amateurs and see that they are given a keen interest in the game and opportunities to learn golf correctly.

I think that one of the greatest things that pro golf could do for itself would be to take some youngster who comes out of armed service and make him the nation's foremost playing star. Then, of course, there is a wide field for developing present junior civilian talent. With the upset conditions of wartime there has been a tendency in many places to ease up in our normal attention to junior golf.

I intend to take every serviceman or woman who is a member of my club and give them free golf instructions for two years. I'll take them for two nights a week, and will accept them regardless of their age.

Perhaps I won't have the material that will produce any champions out of this lot but I am sure that every one of them will become a much better than average player and be an enthusiastic booster for the game.

It is definitely essential that each pro devote a good part of one day a week to the juniors of his club.

After this war we won't have the problem of convincing people that golf is not entirely a rich man's game. In fact the widening of the price range of golf is going to give the pro his most difficult merchandising problems.

He has to sell the public on value rather than on cheapness, and on the value there is the "priceless ingredient" of expert and pleasant pro service.

If the pros are not going to be liberal with their knowledge and realize that promotion of their own earning opportunities

is going to cost them something in money, time and effort, then they are in for a licking from the strenuous merchandising effort of the stores.

The biggest problem of the pro in the postwar boom is that of qualifying to measure up to the greater dimensions of the golf market, and the more exacting demands of the newer golfers.

Educate Postwar's New Golfers As Pro Customers

By TOM MAHAN

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★ I FEEL THAT GOLF is going to increase tremendously in the postwar era. A very large amount of equipment is going to be sold to a great many "green" buyers, and I think this is where the pros have got to get on their toes and educate these new customers in the advantages of buying from the golf shop where the pro is really qualified to advise in the selection of proper merchandise. I believe also that each professional should bring home to these customers the fact that he will render a service on this merchandise that is impossible to receive through the store.

New merchandisers are going to enter the golf field after the war. They are bound to have tremendous purchasing power, hence lower prices. To combat this I suggest these methods: First, promote exclusive lines that can be sold through the pro shop. Second, advertise the personal service that can be given only by the pro. Third, pros must stop the practice of purchasing merchandise that is hard to sell simply to give their friend, who is in the trade, a break. This leads to the practice of hanging unwanted merchandise on the easy-to-sell member of your club.

It is my belief that this practice has done much to harm us in the past, and I feel it puts us in the same category as the store salesman.

In other words, we should build up our distinction as salesmen.

Postwar Planning of Golf Courses

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