

# Pro Problems Need PGA and Manufacturers Help

By AL HOUGHTON

★ I BELIEVE the vast physical fitness program our military authorities are bringing to the millions of the youth of our country will tremendously increase the extent of golf.

Outdoor life will have gained such a foothold in the daily existence of our people that office, factory, and other workers will give themselves every opportunity to participate in America's outdoor sports. Golf will attract thousands of new players during the postwar period. Even today in our rehabilitation centers our boys are learning how to sock the ball down green fairways. Yes, the game is assured a bright future.

The postwar golf professional will have to give his best to keep up with the "Passing Parade".

He must redouble his efforts to do a good job as player, teacher, business man, promoter, merchandiser and as the man in charge of publicity, tournaments, golf course and caddies. Above all he must stay on the job and be sober in his habits. These principles are paramount to his success, if he is to establish himself as a good pro and gentlemen in his community.

His relationship with the manufacturers must be improved. In the past there has been many loopholes for criticism from both sides.

The manufacturers and PGA have sincerely attempted clarification of their numerous difficulties. Their efforts have enjoyed a measure of success. However, the hurdles were many, and the future will bring us face to face with these same old problems again.

I know of numerous cases where a club member would purchase say a set of registered woods from the pro at the list price of \$36.00, and a few days later would call the pro on the mat for an overcharge.

His friend John Jones bought the same clubs from the downtown competitor for \$24.75. All the explaining in the world about how this competitor, through his buying power, and his small margin of profit could do these things did not make his member feel any better. He failed to be impressed. Here was a lost customer, and often a sour friend from that deal on. It spelled trouble for both the pro and manufacturer.

Something can and should be done to rectify similar conditions in our postwar jobs.

Taking a just margin of profit away from the pro business often leads indirectly to untold difficulties. Gambling is one of the worst results. The pro sometimes tries to make up this lost revenue from this questionable source, because usually his lessons and small salary are not sufficient to keep him and the assistants going, and unless the guy is good at games of chance, the day soon arrives when his cash is on the borderline.

Consequently, the fellow loses more friends, and in the meantime the manufacturer is not being paid for his merchandise. All of this spells eventual disaster.

This follows along with what has been advocated for years by some of the boys. An educational program on business fundamentals sponsored by the PGA and the manufacturers. This is indeed most important, for as we well know there are a great many old timers in addition to our future pros who could, to great advantage, use such training. They know the game, teaching, etc. but sound business methods are sadly lacking in far too many cases.

Good merchandising, credit, and the value of a dollar are imperative. I cannot too strongly impress the young pro with the importance of this knowledge. And I urge the two interests to get together and do something about it. They could send capable men to various sections from time to time to carry on this training, and there would be no doubt of the ultimate outcome.

The PGA would greatly strengthen the calibre of membership. The manufacturers would reduce their bad accounts to the minimum and thereby increase sales. The professional would establish himself as a real asset to his club. Just a glance around to the successful pros you know, and you can "bet your boots" he is sound in his business methods. Therein lies the secret of the Postwar Golf Professional.

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**HAS YOUR CLUB SET A DATE FOR  
A PGA REHABILITATION EVENT?**