

Pro Golf Grows to Big Business in 25 Years

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A great many changes have taken place in golf since the early editions of GOLFDOM, which I well remember. In those early days I looked forward, as I do now, to receiving my monthly copy in order to know what was taking place in golf throughout the country.

If a trade paper was ever needed, GOLFDOM was that publication. It came at a time when a great change was taking place in golf pro sales, that is, during the early days of the steel shafts. Professionals up to that period were in a sense small manufacturers who suddenly found themselves out of the manufacturing business and into a retail operation.

The wide-awake merchants of that day who operated successful sporting goods departments saw the opportunity of a lifetime to really get their foot in the door of the golf world through the steel shaft, feeling that they were equally well equipped to render a service to the golfer as were the pros.

The pro was feeling this competition and was much more or less at his wits end as to how to cope with it. The timely articles that GOLFDOM featured pointing out to the pro the art of displaying his merchandise together with selling helps unquestionably kept the professional in his rightful position as the supplier and the doctor who should fit the golfer to the type of club best suited for him. Without the help that he was given through GOLFDOM I am afraid his position might have weakened and he might not have found himself in the position he has enjoyed the past quarter of a century.

With enthusiastic and sincere helpfulness and sound knowledge of the game the veteran professionals laid the foundation of the golf business. The same principles of honesty and service that were obvious in the first pro shops in this country are the principles that account for the successful operation of pro shops today. The details only differ.

Same Basics — Different Details

And there are almost as many differences in details of professional department operations as there are golf clubs. The successful fundamentals that each professional can use in his merchandising are being exhibited by hundreds of professionals each day and these fundamentals, as well as the variations in details of

application, are reported in GOLFDOM in such a way that the younger professional can learn quickly and profitably.

The successful older professionals for 25 years have been vigilantly watched by GOLFDOM for news of their discoveries in better service and better selling and their readiness in making their experiences — unsuccessful as well as successful — known to others in the business has been of immeasurable value in enlarging and strengthening the position of professional golfers at clubs as dominating in golf merchandising. Merchandising is merely a word for the function of making the potential customer a buyer who is very well satisfied with the product and service he buys.

Professional golf has gone far in merchandising and in its advance has greatly increased the value of professional services to golfers and to clubs.

Having closely observed GOLFDOM since its birth and seen how intimately and effectively it has worked with and for the veteran professionals and the eagerly ambitious younger men in the business, I regard the cooperation of the professional golf businessmen and GOLFDOM over the past 25 years as a factor of high importance in the onward march of the game.

Considering the problems that have been met and solved during the 50 years I have been associated with professional golf I am completely confident that golf business is on the threshold of its greatest development.

Alex Pirie, pres., PGA of America, 1927-30 inclusive will have 75th birthday Oct. 27th. Alex lives at 225 Deerpath ave., Lake Forest, Ill. Pros should be sending him plenty of birthday greetings in gratitude for the great job he did for them during difficult years.

PGA CHAMPIONSHIP, JUNE 18-24, BIG SPRINGS, LOUISVILLE, KY.

PGA 1952 national championship will be played at Big Springs CC, Louisville, Ky., June 18-24. Co-sponsors will be Optimists' Club of Louisville and the Press Fund, a non-profit charity of Kentucky newspapers. PGA deal should get the association more than \$40,000 for the tournament.