

remark by one of my pupils gave me what I believe is a most revealing answer.

"When I go to our club pro for a lesson," she said, "I come away feeling like a worm."

It seems to me that too many professionals have forgotten that they, like businessmen in any other trade, are servants, at least, while they are actually engaged in teaching or in selling merchandise.

By this I don't mean to suggest that they be obsequious or permit members or players to "step" on them. But I do believe their first thought should be: "How can I best satisfy the needs of this valued client?"

But many pros either don't know or don't think it matters that they are no longer dealing with women who are housewives and nothing more. This may have been true 25 or 30 years ago. It isn't now. Today the pro may be speaking in patronizing terms to women who hold medical or law degrees, who are teachers, psychologists or heads of their own business firms, or if some still are primarily housewives, are very well educated.

Is it any wonder, then, that when an intelligent woman finds herself being brushed off with only a half-hearted attempt to satisfy her, she takes her business elsewhere?

Suppose you went into a shop to buy some socks or a suit, and the clerk grabbed the first ones that came to hand, regardless of whether they met your requirements for size, color or price, and said: "Here, this is what you want."

Wouldn't your reaction be that you were dealing with someone who either was too ignorant to help you or simply didn't care whether you were satisfied or not?

#### **Polite But Uninterested**

Many of my women patrons tell me this is approximately the treatment they get from their club professional. He is polite enough, they say, but uninterested.

This attitude becomes even more apparent when it varies with the customer. Don't think women fail to notice it when the professional spends twice as much time helping Mrs. Jones, the club champion, select new clubs or correct some hitch in her swing as he does with Mrs. Smith, who is lucky to break 110.

They notice and they remember! I dare say that many a professional who is surprised to find himself out of a job at the end of the season never connects his dismissal with the fact that he has been indifferent, if not rude, to a portion of his

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## **FBI Investigating Theft of Acushnet Golf Balls**

The FBI is investigating the theft of \$130,000 in golf balls taken from the parking area of a Chicago truck company late in January. The balls were to be delivered to the Chicago warehouse of the Acushnet Process Co., and had been shipped from the firm's New Bedford, Mass. plant. Since the shipment was in interstate commerce, the FBI automatically entered the case.

Stolen from a trailer, parked in the trucking company lot, were 403 shipping cartons of balls, 99 of which were still in the trailer when it was found abandoned on the outskirts of Chicago. Missing were 9,000 doz. Titleists and more than 5,000 doz. Green Rays, Pinnacles and Club Specialists. All are pro line.

Pros or others who know or hear of Acushnet balls being offered for sale through unusual channels or under questionable circumstances are asked to get in touch with the nearest FBI office.

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feminine members. Men heed their wives when it comes to hiring and firing employees.

Papa listens to Mama, and don't forget it!

Some professionals make no secret of their dislike for teaching women golfers. Yet, in many clubs the women golfers take more lessons than their sons and husbands. Surveys also have shown that many country clubs could not survive without the money spent by women. So don't alienate this lucrative income source.

I believe I am qualified to discuss the best approach to dealing with women customers, since my experience with feminine golfers dates back to 1931.

In those days, long after men's clubs were being made in different weights, lengths and degrees of flexibility, people still had the notion that clubs of a single weight and length were good enough for all women, no matter how they might differ in physical build or golfing capability.

Husbands even cut down their old clubs and gave them to their golfing wives, entirely disregarding the ruined balance of the clubs which made it impossible for a woman to play her best.

#### **Tailored Clubs**

So, I persuaded one company to send me on the road to sell the advantages of

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