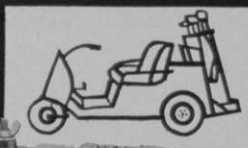


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them entirely for this because many of the older pros have dangled the glamorous end of the business, and not the work behind it, in front of their eyes. Everyone connected with golf will be better off when the glamor of it is de-emphasized and it is remembered that a pro has to fit shoes, work in the back of the shop, dust the fixtures and even sweep the floor at some time during his life.

On The Credit Side

Just to prove that I am not an out and out critic of the pro scene, I think one of the best things that has happened in recent years is that the shop operator has become conscious of brand name merchandise. He now retails what once could only be bought in downtown stores. This is smart merchandising because it gives the pro the advantage of almost unlimited national advertising. It also adds to his prestige because it shows his golfers that they no longer have to go over to Fifth avenue to pick up the kind of stylish merchandise they are interested in buying.

Stuck with Cheap Merchandise

Most pro shops now carry brand name goods. A few still stock for bargain basement clientele, but year by year they are

diminishing. I feel this is largely due to the fact that they get stuck with merchandise at the end of the season that can't be unloaded even at sale prices.

I have been around the golf scene long enough now to be convinced that the successful pro is the one who sticks with a few lines in depth, color and size and who operates in not more than two or three price ranges.

**Jack Owens of Salem, Ore., represents Ernie Sabayrac, Inc. in the Northwest. In the last year or two he has concentrated on making pros in his territory more conscious of the women sale potential by holding spring style shows wherever clubs have provided him a model or two and a few square feet of show space.*

Two PGA Meetings

PGA will hold its two principal 1961 meetings in Hollywood-by-the-Sea, Fla. The executive committee is scheduled to convene May 15-17 in the Diplomat Hotel for its mid-year meeting. The 45th annual conference of the organization will be held Nov. 2-10 in the Diplomat East.