

nationwide influence.

Hunter says that the Riviera shop was so successful he could hardly spend time playing golf with or teaching members. He had done well playing in tournaments as an amateur and professional, then began making so much money in clothes that he was losing his identity as a golf professional.

Hunter says that pro shops got big in soft goods selling while the department stores were sleeping, but now the picture is changing and

shortly there will have to be drastic changes in pro shop apparel selling to beat the store competition.

With his useful background as an official of the Southern California PGA, Hunter is the local opposition to one of the PGA's most persistent demands: that of complete shop concessions for the professional. Hunter maintains that this policy is an archaic element that should be and could be replaced by an attractive and rewarding salary and bonus plan. This would enable the profession-

al to develop a program that draws and serves more members better and allows him to attend to what should be his specialized area of business. Hunter declares that the shop concession is the reason why too many professionals have bad credit ratings. These fellows have been caught in a losing struggle of trying to finance what actually is club business, he says. He asserts that private golf clubs generally do not look realistically at their businesses and throw away money by having \$30,000 a year chefs cook hamburgers.

Slow play is getting to be deadly at private clubs, Hunter says, and for a reason I haven't heard before. Tournament-paced golf takes up more time than a harried business executive or his company can afford during the week. Hunter says that one of the urgent, important ideas a club professional has to put over to his pupils, men and women, is to play faster golf. But how is a professional going to do that when he can make more money selling ready-to-wear apparel?

Inevitably there will be a violent shake up in the Tournament Players Division pattern. The satellite or minor league circuit unhappily came too early to Houston with a \$405,000 purse—\$41,000 in first prize money—and with very few exceptions a field that couldn't attract a gallery the size of the gate between a couple of dull baseball clubs. No wonder Jimmy Demaret and Jackie Burke, heavily interested in the Champions GC at Houston, don't want the Houston Open at their course. The TPD can't guarantee a first-class field at a tournament any more than the Tournament Bureau of the PGA could. Even the \$500,000 World Open at Pinehurst next fall, isn't sure of an all-star showing. What power does the TPD have to improve conditions for sponsors who work hard and get hurt? There'd better be a satisfactory answer soon or the Golden Days of the journey-men pros will be over. □

CORRECTION

Apologies to champion long hitter of the '30s, *Jimmy Thomson*, for the mis-spelling in the May issue (page 6) of his well-known name.

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