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made to special order, he must explain this to the customer and encourage him to wait a reasonable amount of time while his clubs are being made to the specific measurements.

KEEPING UP WITH THE TIMES

The golf equipment industry is not static: each year, new concepts and innovations are introduced to it. If the professional is to maintain his superiority over the sporting goods store, he must keep up with the changes; must know what each new club has been designed to do and how each new line of clubs can aid the golfer.

For example, some golf clubs now selling on the market are specifically designed to help the high handicapper lower his scores. Other clubs benefit the low handicapper, who is more interested in adding distance to his already excellent accuracy.

The professional can keep abreast of innovative techniques used in design and in the manufacturing process by attending the Professional Golfers' Assn. Merchandise Show, where major club makers, with their sales representatives, display their equipment. The professional can also visit his suppliers' factories to see firsthand how the clubs are made. Often, on these visits, the professional can pick up valuable information which will help him in his sales approach.

Because the professional's livelihood depends on his ability as a diagnostician and because information is vital to him, he should insist on being kept technically informed by his suppliers through newsletters or sales representatives. The manufacturer, in turn, should recognize his obligations to the professional and be willing to accept the role of informant. Ultimately, both will benefit. □

WILLIAM JAMES SPEAR

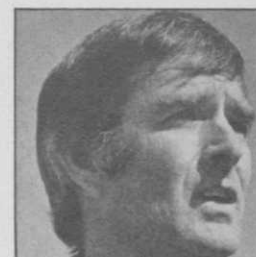
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PAT SIMMONS'
peripatetic career has encompassed amateur and professional baseball, the construction business and

amateur and professional golf, as a player and head professional, and now the design and manufacture of golf clubs, using the facilities of his own company, which he started in 1969.