Paying Bets in Balls
Will Boost Shop Sales

WALLIE ROBB of Wilson Sporting Goods Co. is energetically pushing a campaign to have golf bets made and paid "in balls instead of bucks."

Robb points out that this custom already is highly popular in the South and should be spread for the great increase it will mean in pro-shop ball business. He urges pros to push the idea by shop display signs and slips of the "gift certificate" kind, which, if signed by the losing member entitle the winner to get the ball or balls involved in the wagering, at the pro-shop, charged to the loser's account.

Considering the amount of money that changes hands in golf bets over a week end, the "pay in balls instead of bucks" idea Robb is pushing should help pros a lot in competing with other retail and with "buy it wholesale" ball dealers.

The best is none too good for my old man"—You believe that—America believes that—Spalding believes that. In fact that's what Spalding had in mind when it designed the special Spalding Fathers' Day gift golf ball package illustrated below. The box is of a combination brown leatherette and con-