

the Siren's Song ?

-or is it wise and
timely sales policy
as believed by
WILLIE OGG

IN MAKING my comments on your article, "Cheap Goods a Snare," I wish it understood that the views I express are my own entirely and it does not follow that the P. G. A. will adopt any policy advocated by me. You miss the point in your article by suggesting that the pros contemplate entering the cheaper class field. I do not advocate any such move but I do say that the pro should be in a position to meet any local price situation that may exist. Surely you would not expect the pro to sit back and be undersold by all and sundry without making a move to protect his business? What you say is exactly what the pro has been doing these many years but things have come to such a pass now by our following that policy the pro now must move and move fast.

I used to be of your opinion about cutting prices and until now the pro has held fast to the regular price with what results? I shall try to enumerate a few of the things we are up against by following the policy you advocate.

The pro shop is regarded by some members as a fine place to get "stuck" because the same article *might* be bought cheaper in town or elsewhere from a price-cutter who uses it as a come-on. The fact that the pro stocks this article is proof to the buyer that the article must be all right. Hence the members doubt us. They think that because we are undersold is a sign that we either stick them or that we are a bunch of numb-skulls for allowing such a situation to exist, consequently we risk losing constant buying touch with our members and we are accused of lack of business sense because we are undersold.

You admit that the pro is the one reliable merchant left in the golf business and I ask you, are we not losing ground by it? You must admit our business is not keeping up with the increased playing of the game.

Even though the pro makes the market for golf goods, and establishes brand standings the store maybe buys cheaper than we can because of large volume and cash which adds big to their profits and gives them a leeway to play with, but whenever it was suggested that we do the same by pooling our buying, up went a holler and I am curious to know why. Is not the manufacturer interested in large orders for cash? They would be foolish if they were not. Does buying in this method not result in cheaper manufacture? Absolutely yes. Surely this would not cheapen the goods if some of this saving was passed on to the consumer. The motor car is a fine illustration. Compared to five years ago when it comes to price surely the cars are not a whit inferior. You say first-class stores are not cutting prices—are Sears Roebuck, Montgomery Ward, United Drug and the innumerable chains not first-class stores and the ones

(Continued on Page 102)

actual cost as a lure for volume that will make up losses on the featured merchandise. That policy would be suicidal for the pro.

The manufacturer is a vital part of this picture and obviously his support and co-operation is necessary in helping solve the merchandising problem that confronts many of the professionals. In taking this subject out for a clinic GOLFDOM invites any interested manufacturer to express his views, to be published WITHOUT his signature, so a frank and full expression will be encouraged.

Golf is a new business, and like all new businesses has its pressing problems. A lot of time and money will be saved for all concerned if these problems are publicly probed. That's what GOLFDOM'S for.

HERB GRAFFIS,
Editor.

BENT GRASS SEED

More and more of the golf clubs each succeeding year in the Northern and Eastern States are finding it greatly to their advantage to purchase native grown, winter hardy Bent seed DIRECT from the Bent Grass FARMS of

WRITE FOR
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A. N. PECKHAM
KINGSTON, RHODE ISLAND

priced golf goods. Pro credit losses, such as they are now, are reduced to the point where the pro can be proud of the great improvement. If a manufacturer is "stuck" to any appreciable extent with pros now, it is partly the manufacturer's own fault for the P. G. A. sectional bodies, the manufacturers' credit departments and the clubs who investigate before they hire men, have made a clean-up that will shine in comparison with the work in any other field we can call to mind.

Willie Oggs Tells His Selling Policy

(Continued from Page 27)

who are showing the largest increase of sales.

Please remember I am not upholding this price cutting, but I certainly advocate any move which will place the pro on an equal basis in the selling of goods. If we can buy as cheaply as chains, why should we not do so? We would not be taking away anything from the manufacturer but relieving them from all their troubles as far as the pro is concerned, for have'n't we been hearing how poor a business risk the pro is for the last several years? The manufacturers are either powerless to protect us in this maintaining of prices or they do not care to do so. Sometimes I am inclined to give them the benefit of the doubt and at other times I am inclined to think that they do not care a darn for us, for do they not supply the large industrial concerns with golf goods at wholesale or less? This avenue is the greatest leak in the golf game today and is probably hurting the pro more than the

store. It is rather sad sometimes to be told by some of our members that they can buy golf goods cheaper than we can. I don't believe there is one pro in the country today who could not buy cheaper through one of his members than he can from his wholesaler.

What the answer is to all this is hard to foretell, but this I do know and that is the pro must organize. The pros must be ready to move as a unit in any given direction that the situation dictates, this buying organization to be distinct from the P. G. A. but allied thereto and working in conjunction with the P. G. A.

Needless to say, I am earnestly hoping for some solution to our problem but I would rather see it done in such a way that the individual pro would benefit without ringing in the P. G. A. The P. G. A. members are well enough able to pay a commissioner without the aid of the manufacturer and this will be done in the very near future for the boys are beginning to realize what they are up against. A beginning was made last November in Cleveland in a small way, which shows the trend of the times and that we are moving in the right direction. There is one bright spot in the situation which the pros ought to feel proud of and that is the offers of aid received from all over the country to help us straighten out our sales problem. You will hear many arguments pro and con on this matter from now on, which I think is a healthy sign for it will serve to bring this matter out in the open where it belongs and help put it before the pros in such a manner that it will attract attention. Nothing will be gained by secrecy and I hope some of the other pros will take up their pen and let us hear what they think on the subject.

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