

## Pro Price Protection Needed in Louisiana

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IT HAS been with great interest that I have been studying various articles and advertisements in golf magazines regarding the fair treatment of the pro on the price of golf goods.

In Louisiana the pros could stand a whole lot more of an even break. Manufacturers naturally expect fat orders every time their salesmen call, and the pros would like to place such orders. However, some of these companies do not hesitate to place their goods in drug stores, in stationery shops and in retail dry goods houses where they are used as "leaders" at cut prices. Their representatives, when the pro protests against such treatment, try to convince the pros that these methods popularize the line and in the long run bring the pro more trade. As a matter of fact, it cheapens the line and ruins it at a popular club with the true sportsman.

The Louisiana pro does not want to corner the retail trade by any means, but he certainly is justified in his kicking about the uneven scale of prices he has to compete against. The druggist, stationer, or drygoods man in many cases is allowed jobber's prices and he does not hesitate to retail his stock below the accepted price.

A company that the pro can thank for a square deal always can count on enjoying a rapidly growing business. Men experienced in manufacturing and selling golf equipment give the pro an even break by keeping their merchandise out of price-cutting stores as long as the pro cooperates with them to popularize their clubs.

Such a situation as outlined above should not be very difficult for the P. G. A. to control in this state.

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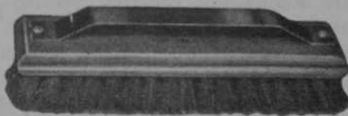
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Showing how the ball is washed in a Lewis Golf Ball Washer.



Showing brush with new self-adjusting spring

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