

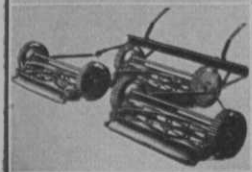
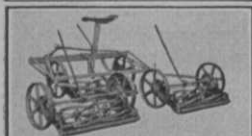
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NATIONAL POWER QUINT

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MOWERS.

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Hardened Gears
Running in Oil.

Quint... **\$660.00**

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TRIPLEX 86 in.

\$185.00

Price Protection Not a Misery of Pros Alone

PROS complain about the cut-price competition that assails them from time to time. Manufacturers of golf goods mourn at the price-cutters wrecking their price structures. What to do?

It seems to be getting more evident that the pros' only protection against damage by the price-cutters is better merchandising. For 10 years there has been a bill in Congress that proposes to enable the manufacturer to prevent buying of his goods by a retailer who will not maintain the established retail price. The bill has been subjected to expert aid and expert criticism but never has been passed, despite frequent alteration. The price demoralization suffered by the drug industry, for instance, is immeasurably tougher than that in the golf business, but neither the drug people nor any of the other seriously affected businesses have been able to get anywhere with the legislation for the simple reason that many merchandising authorities claim the old law of supply and demand applies stronger than any other legislation.

In support of the opinion that legislative price fixing is just some more bunk legislation like prohibition, Herbert Corey in a recent issue of *Nation's Business*, cites the collapse of the British government attempt to fix and maintain a high price on rubber, the flop of Brazil's attempt to maintain a coffee price, Japan's failure to preserve camphor monopoly prices, the Chilean nitrate price-fixing bust, the European beet growers sugar price maintenance tragedy and the sad fate of the Mexican plan to fix the price of Mexican hennequen for binding twine.

When powerful governments have been unable to maintain prices, the prospect for pro and manufacturer success in this direction seem slim.

Which again goes to show that about every way the pros look in this new giant business of theirs they see a major problem. That means the smart students of business alone will fatten on the survival of the fittest in pro golf.

A HIDDEN bunker, one that cannot be seen from the shot area, serves no purpose in making the shot tougher for the golfer. The only excuse is around greens to prevent off-line shots from rolling down into ravines or onto adjoining tees.

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