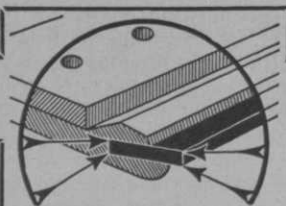


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manufacturers any more. Each manufacturer has been put on the spot by undercutting competition. Consequently all store suppliers become parties to hammering down the store retail prices. These manufacturers have told us that they are beginning to work on pro lines for 1932 and contemplate radical changes of policy to make the pros their preferred dealers.

A Better Break for Players

Prettiest part of the picture is player protection when the manufacturers and the pros get together in bracing the golf goods price structure against the wrecking activities of today's transient mob of price pine-apples. Now the customer is having his money taken under false pretenses. Today cut-price balls vary in weight from 1.40 to 1.73 and we have had the pleasure, several times, of easily breaking the shafts of cut price clubs, just to make quality believers at spiritual seances. The buyers of the "bargains" are getting the trimming of their innocent lives. Really reputable merchandise also sold by the cut price gyms is benefiting none by association with the junk the chiseling stores also handle. The ephemeral profits are not worth a tiny fraction of the risk to the good manufacturer.

Every phase of the situation makes it obvious that the profit future of the golf playing equipment business requires an immediate and whole-hearted co-operation of

manufacturers and pros in checking the present unrestrained operations of price demoralizers.

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