

Some of the blunt talkers on the program referred to the hopeless factor in the situation, this factor being the dealers who were former prominent athletes trying to capitalize their reputations. When you heard the manufacturers and substantial dealers talk about these bewildered and incompetent ex-performer dealers, long on sinew and short on skull, you really could start to brag high, wide and loud about the pros. You got the conviction that the sporting goods dealer roster assays such a large percentage of punks that the less said about comparisons with the pros, the more tranquil it will be for the dealers.

Pro Is Head Man

Good dealers and good pros have a lot in common in eliminating the handicaps to golf goods business development and it was freely admitted by leading dealers, manufacturers and the sporting goods dealer, tradepaper men that the pro today was the head man in the golf trade. In chats with men at the convention it was made plainly apparent that the pro has a leadership in golf goods distribution that he must protect and extend by the most vigorous and intelligent effort. "The pro doesn't appreciate usually what a great inside track he has," was the tenor of the green-eyed comments made by leading dealers to GOLFDOM'S editor.

Informal tribute to the pros' business advance and status was freely made, but references to the pro were conspicuously absent on the formal program. Alex Pirie, president emeritus of the P. G. A., looking over the show, and was nailed by one of the officials and dragged up to the rostrum for recognition. Alex cooed a few well-received words of brotherly love and affection at the assembled multitude and let it go at that. The boys had some troubles to cry about and far be it from patriarchal brother Pirie to prevent any comforting that can be accomplished with irate resolutions and floods of tears as big as 90-watt mazdas.

Condemn Gun-Maker's Policy

The dealer jumped with righteous indignation on the direct-selling policy of the Browning Arms Co. employed to sell their guns through jobbers and dealers at the usual discounts. Now they have adopted a direct selling policy and give the dealer only 10 per cent discount for selling and servicing the guns. The convention adopted a resolution against han-

dling Browning guns until the 10 per cent direct-selling policy was abandoned. The Browning action seems especially idiotic to this writer, a resident of Chicago where Browning's best gun customers can't write and could not be expected to send in orders by mail.

But this reflection on how so many other fellows can be so dumb and so rich while I am so smart and so poor, is no novelty to your correspondent. It was again brought painfully to mind as the manufacturers and distributors at Chicago made initial efforts to organize "an united trade association for the entire sporting goods business."

In all the considerations of this proposal concerning the union of sporting goods making and distributing factor there is no mention of the pro golfer. It was a sorry oversight in view of the fact that the pro is doing about 20 per cent of the entire sporting goods retailing of the country. Some of these gentlemen in the sporting goods business apparently are unaware of the pros' business status. They seem to place the pro in that unfortunate position, described in the pansy's plaintive lament as "Just a Gigolo."

We'll work, wait and see what the pros can do to rectify this lack of appreciation. There's just one way they can do it, and that is by being the outstanding stars of merchandising. With their chances in this direction during 1931, the pros have a banner opportunity to make themselves the acknowledged masters of mutually profitable sporting goods distribution.

YARDAGE MARKERS IN SETS NOW ON MARKET

Chicago, Ill.—Arcus Ticket Co., 348 N. Ashland Ave., printers of restaurant checks and tickets of all description, have branched out in the golf field and are now marketing a new yardage marker consisting of a pressed-steel plate finished in two colors of baked enamel on a 21-in. channel-steel stake.



The markers, known as "Yard Marks," are sold in sets of 50, with properly assorted signs so that every 50 yards from 150 to 300 yards can be marked

on every hole of the course.

Arcus claims these markers are positively weather-proof and long-lived, requiring the minimum of service. Priced at \$47.50 per set, f. o. b. Chicago.