

The set-up at Ridgeview is ideal—a good course, not too long, but plenty sporty—and a low rambling clubhouse built for golf players. The porches and flagstone terrace give a view of that justly celebrated Lake Superior, while the background is wooded hills.

The golf shop is the heart of the club and a rendezvous for the 19th holers. I feel that I owe it to my club to keep good, dependable merchandise. At one time, sales of golf merchandise were few and far between, due to cut-prices in downtown stores. To eliminate this I had to gain the confidence of the members and show them the difference between a store-club and one made to suit their individual requirements, so I carry a complete line of clubs at all prices and talk and concentrate on one well known line.

I ran up against a funny situation. The men wanted to buy new clubs but their wives couldn't understand such extravagance. Most of the members were young married couples without too much of this world's goods. I realized the situation—but I had a swell line of clubs and had to live, by which I do not mean that I believe in using high-pressure methods.

Women's Interest Keynote

My first step was to create interest among the women golfers. The men urged their wives to play golf; even gave them their old clubs and bought new ones for themselves (generous souls). By the middle of the summer, every Wednesday brought about 40 women out for the weekly woman's tournament and luncheon. They also arranged inter-club matches—and we instituted a woman's city tournament, which drew over 100 entries the first year. The brand of golf was pretty poor but the girls had fun and each was determined to be the champ the following year—consequently I had lessons from dawn till dark.

Women are thrifty souls. After a lesson, they would practice. Every morning saw them out early, working at their game. They also tried to interest their husbands into taking lessons. When the men who had scoffed at lessons saw the progress their wives were making, they decided to give the pro a chance to help their game.

The men's tournament became more of a success. The men entered with a keener spirit and a large feminine gallery. As the men progressed the girls decided that new clubs would help. I believe that over half the Christmas gifts the husbands and

wives of Ridgeview give each other are sportswear or clubs from my shop.

I instituted mixed two-ball foursomes on Sunday afternoons—sometimes with a draw for partners and sometimes a Mr. and Mrs. affair. I sponsor an annual Jiggs and Maggie tournament of this type for which I offer prizes.

Young married couples with a good, wholesome interest in golf are a delight in their congenial enjoyment of the game. Many a husband dashes out to the club from the office during the City tournament to be there when his wife tees off (and if her clubs and bag aren't as good as that "Jones" woman's, he'll take care of that).

The season here is short, so in the fall I move my shop to an indoor golf school in the heart of the business district where men and women can drop in for practice and lessons. "Reduce your waistline and your score" is the slogan.

NET \$ IS MINUS Government Sports Goods Tax Proves Itself the Bunk—Repeal Drive Grows

THE 10 PER CENT tax on sporting goods put on in 1932 while gum, candy and slot machines were getting by with a 2 per cent rap, has been on long enough to have demonstrated its grave faults. So active factors in the sporting goods industry, consumers as well as manufacturers and distributors, are pleading to their congressmen for repeal of this tax.

Demerits of the tax are mainly that it yielded only \$2,701,680 during the first fiscal year it was in effect and this figure is overbalanced by accounting, collecting, legal and other costs involved; and that the tax hits the kids instead of the people who can afford to pay taxes.

It was one of the dizzy guesses at taxing, now due for abandonment with the government liquor revenue coming in.

If the sporting goods industry had been making any dough or if the tax would be selective and make the sportsmen and sportswomen with a little surplus money stand the gaff, it would have some excuse. As it is, its real slug lands on the youngsters. Of course the kids can't vote, so the pros, players and other individuals in the sporting goods business can write their congressmen as mouthpieces for the youngsters without being in the position of simply squawking against a tax.