

Pros Warn Comrades of Dangers in Cheap, Unknown Ball Deals

SOME PROS who have long-established reputations as smart business men are starting to yell for the coppers; they complain that the pro reputation for select quality, fair prices and moderate profit which has put the pros in command of the golf market after a quarter of a century of patient toil now is being endangered by practices that threaten to destroy the pro reputation with the public.

These leading pros say that in a couple of years it is possible to ruin public buying confidence that has taken 25 years to build, by the practice of buying cheap private branded balls and selling them at any price the customers are willing to pay.

For instance, there is one ball that can be bought for \$1.80 a dozen by the pros. Even a superficial outside inspection of the ball shows the \$1.80 pro price makes

the ball no bargain. But some of the boys who are not very bright as merchandisers are retailing the ball from 3 for \$1 up to 75 cents apiece. It seems hard to believe that the public will fall for this at 75 cents but in one case a pro who was given a job because his officials and members wanted a man to protect their merchandise values, is double-crossing the people who hired him. In this case the pro is paying 15 cents for a ball and selling it at 60 cents profit. It won't last long. His members will catch up with him and he will be out, but the story will get around and damage the standing of other professionals who have been scrupulously careful of the values and fair deals they have been giving their members.

It Didn't Pay Stores

This is the sort of stunt that put the stores in bad with smart buyers of golf

Build up a ball business that the stores can't take from you!



"C'n y' imagine he breaks a hundred the first time he plays a Penfold and can't wait to celebrate."

Reprint of illustration of the June Penfold magazine advertisement

THREE years ago, when Penfold stopped making balls for others and began to make "Penfolds", he started the "pro-only" idea. Today that idea is stronger than ever and pros behind Penfolds have the one real weapon to beat cut-price store competition.

Your members must come to you for Penfolds. Penfolds can't be bought in stores because we don't sell the stores. No member can tell you, "I get them cheaper downtown."

Almost 2,000 of your fellow-pros sell Penfolds. These boys are building up a permanent, profitable ball business that the stores can't take from them.

How about you?

PENFOLD GOLF BALLS, INC.

67 West 44th St.

New York City

THE Penfold LL

THE Penfold LT

THE Penfold LHS

THE Penfold 50

merchandise and knocked them out of their strong position in the golf business as soon as they had gone once around the sucker crop. Any pro who figures on keeping a job and building it up would see the danger in throwing this fast one of supplying a \$1.80 wholesale ball at any price the players would pay.

One thing that makes pro golf a tough business is that when a pro is discovered in a performance like this and is canned by officials who make a justifiable holler he usually is fast enough talker to gab himself into another spot where the same old act is put on.

The pro business is hard when it comes to making a profit out of merchandise sales and the only reason many of the fellows have been able to do better than the average small retailer in golf goods merchandising is because they have consumer confidence. It is these men who have been able to make a fair profit out of legitimate retailing who now are howling about the boys being led astray on unknown brand balls at low trade prices. The pro who is new to the racket falls for the line that he can get whatever the traffic will bear as the retail price of the balls. If he would simply confine to his

own case his injury to pro standing with the buying public it wouldn't be so bad. But people who have been trimmed make the discovery and suspect all the pros.

Warn Pros to Protect Themselves

In some cases the experienced and successful professionals have been able to show the boys who have been misguided their error. However, there are cases that can't be discovered and treated personally by the knowing pros and they have asked GOLFDOM to pass along a warning. At present all available evidence does not indicate that the evil has spread very far. That is fortunate because if it had the stores would be able to say that the pros, despite their past record, their acquaintance with the tricks, and their fidelity to their players' interests, finally were getting no better than the stores that sell the players any junk so long as there is a profit in it for the stores.

The stores have played their business for the dough alone and after some sad years on this basis are easing up on their drives for golf business. On the other hand the pros have spent a lot of time and effort developing the market and providing the golfers with honest, expert

You got what you wanted *What are you going to do with it?*

The P. G. A. ball arrangement with the leading manufacturers was what you members asked for in:

- (1) *Highest specifications and quality.*
- (2) *Complete protection.*
- (3) *Income enabling your association to give you more service and lower dues.*

Feature P. G. A. balls in your sales and turn your words into profitable action.

PROFESSIONAL GOLFERS ASSOCIATION OF AMERICA

National Headquarters: First National Bank Building, Chicago

service with an idea of ultimate profit rather than speedy returns.

As the situation now stands the pro business position is stronger than ever before and looking brighter while the stores for the most part are reconciled to the future of their golf business as a feeder instead of a lively, strong profit department.

Whether or not the pros can take advantage of the present status and develop their opportunities depends on several things, but foremost of these factors is the firm protection of the pro reputation as the supplier who always gives the public the best for the money at a reasonable profit.

Figures Fool Them

In the case of golf balls at \$1.80 a dozen we have been informed by several manufacturers that there can be strong question of the cost figures of any manufacturer who claims he can make anything in the nature of a 3 for \$1 retail golf ball at an over-all manufacturers' cost of \$1.80. Therefore, they tell us, the manufacturer is fooling himself on this \$1.80 price. If any manufacturer wants to fool himself and can confine the sad results of this fooling to his own case, it's O.K. But if he tempts any pros into trouble that will expand to injure more pros that's not right, say those smart professionals who have nominated themselves as their brothers' keepers and protectors of the public trust in pro merchandising.

The moral of the story is that when any of these tricky unknown brand deals are offered to you, look them over carefully. There may be a devastating back-fire in these arrangements—one that will shatter the buying confidence that is the pros' business foundation.

Icely Trophy Made for Western Girls' Event

THE YOUNGSTER who wins the Women's Western Junior championship this year will be awarded the Icely trophy, the gift of L. B. Icely, president of Wilson-Western Sporting Goods Co., to the Women's Western GA in recognition of the Western Women's activities in encouraging golf among girls.

This year's Women's Western Junior will be played at the Park Ridge CC (Chicago district) July 9-12. There will be

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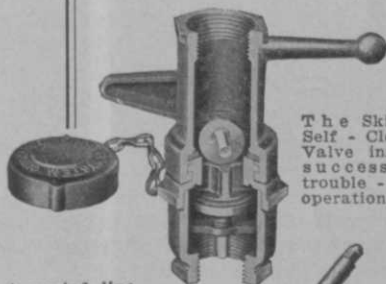
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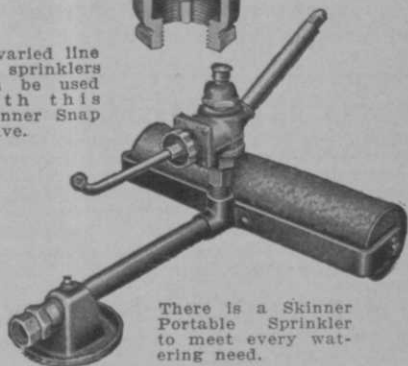
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