

Other Industries Confess They Have Merchandising Troubles, Too

PROS who complain that chain stores and co-op employee deals are knifing into pro business might as well save their breath and energy for attention to their own immediate prospects for sales, as evidence indicates the pro advance in sales has been better than the national average this year.

Drug stores, which in some years past have been a national pain to pro ball sales, showed an increase in tobacco and fountain sales for the first 6 months of 1936 compared with like period of 1935, but "all other" sales slumped from 58.5% to 46.6% of volume in this period, according to figures of the U. S. Dept. of Commerce.

National Association of Independent Tire Dealers opens fire on practice by which large corporation employees and military service men get tires and tubes below standard retail prices. American Telephone & Telegraph Co. and Western Electric Co. comes in for a rap from tire dealers' organization for employee deals that avoid paying retail prices. No mention is made of the tire retailers and their employees getting "buy it wholesale" prices on their telephone bills.

In the earnest slug at the employees' "buy it wholesale" arrangements handed out by G. J. Burger, secy. and genl. mgr. of the tire dealers' organization, through "Advertising Age," reference is made to a bulletin of the Metropolitan Life Insurance Co., explaining a special arrangement as follows:

"The Madison Co-Operative Association, in cooperation with the Athletic Association, has approved the continuance of the discount arrangements with the Sun Sporting Goods Company, 200 Fifth Avenue, for another year. A sport catalog prepared by the Sun Sporting Goods Company is available for use of association members and can be obtained from the association officers or committeemen.

"Details of the additional discount allowed to members of the association may be obtained from Mr. Rennard of the Co-op or officers and committeemen of the association."

Pros are with the tire dealers in a legitimate squawk against this sort of a run-around by the Metropolitan which probably would scream to the skies if anyone got a "buy it wholesale" price on a Metropolitan Life policy.

Funny part of the whole thing is that big companies spend fortunes in propa-

ganda against government ownership and co-op merchandising activities and then blandly put over and push "buy it wholesale" deals for their own employees! Either they're not paying their own employees enough or are just plain dumb in their inconsistency. Whatever the answer is, it doesn't appear to be one that wise management would want to have broadcast to the public.

Pro interest in seductive advertising of golf equipment which sometimes chokes the pro lads with futile comment, makes worthy of mention the following item from "Editor and Publisher," a newspaper business journal:

"Criminal and civil actions have been brought against the corporation and certain officers of Davega-City Radio, Inc., alleging that "fictitious bargains" were offered in newspaper advertising. Following the action of Assistant District Attorney James J. Wilson in filing information in Special Sessions Court by direction of the New York County Grand Jury against the corporation, Herman M. Stein, its president, and Abram Davega, its vice-president, the B. V. D. Co., Inc., obtained from Federal Judge Vincent L. Leibell an order to show cause why they should not be restrained from offering such "fictitious bargains'."

Kid Diplomas In Big Demand For Promotion

DIPLOMAS for youngsters who have taken individual or class lessons from pros now are available without cost to pros. With each diploma is a folder for the parents of the youngsters, telling of pro ambitions in junior golf.

Cost of this valuable pro promotion material is absorbed by the fund to which leading club and ball makers and the PGA contributed.

All the pro needs to do to get enough of these diplomas and folders to care for his requirements is to send his name, club, address and number of diplomas wanted, to Pro-Promotion Bureau, Room 1614, 14 East Jackson Blvd., Chicago. The pro fills in, on the diploma, the name of the youngster and the club, and signs the diploma. Kids who have received the diploma are enthusiastic about them and get their parents to frame the diploma for display in the youngsters' rooms.

Pro response to this promotion help has been quick and heavy. Pros are advised to order their requirements immediately as the supply is limited.