



Illinois section of the PGA had this excellent turnout for their annual banquet held in Chicago on May 11. Approximately 150 attended.

## FULL TIME OR NOTHING

**C**ONTROL of golf equipment sales outlets, already tough enough problem for manufacturers and pros, is being further complicated by the activities of men who are handling golf sales "on the side." These fellows are former pros, driving range caretakers or other amateurs who work into dealer discounts and trim off the price to make sales.

Typical of the manner in which leading manufacturers are trying to keep this situation under control is a letter written by one prominent playing equipment maker to a persistent applicant for dealer prices. The letter reads:

Dear Mr. \_\_\_\_\_:

Since receipt of your letter we have been in touch with our representative who covers your territory.

Our policy is not one of selling golf professionals only, but when we do sell anyone other than a golf professional, they must be definitely engaged in the sporting goods business, and not be working it on a part time basis as you, yourself, admit in your letter.

Moreover, we do not sell all sporting goods dealers—not by a long piece. We have an exceedingly restricted list of dealers and they have to reach a pretty high standard of excellence to meet our

requirements. So even if you were a regular and legitimate dealer, that fact would not entitle you, as of right, to our line.

We are not interested in having our merchandise handled "on the side." When you do not maintain a store, but are simply located on the side lines, taking business that rightfully belongs to the golf professionals in your territory, then we really are not interested in that kind of an outlet.

There are some who deem it worth their while to spend their entire time in the golf field, and it is to that type of merchandiser that we owe our support and not to the man who sells golf merchandise on the side.

If other companies let you handle their merchandise on that basis, then that is up to them, but we certainly are not in accord with an amateur show of that kind.

**A** FEE course owner remarked recently that the newspaper class promotions in which his course figured last summer were the best things that ever happened for his business, since he kept these groups together by following up with special group golf events and special rates for lunch and bridge parties. The idea brought him a big increase in women's patronage on a steady basis.