



In Green Lakes State Park, a few miles out of Syracuse, N. Y., the CCC boys whose camp buildings can be seen in the background have built the 18-hole Green Lakes GC. Photo shows the sixteenth green of the layout. Robert Trent Jones was the architect.

availability of clubs in cheaper prices for battling the price competition of stores. This competition hits especially hard at municipal and fee courses.

Manufacturers' close-outs of discontinued lines should be more often bulletined to pros of first grade credit standing. Scobell and other pros can pick items from the lists of lower-priced clubs that will run chain store price competition dizzy. There have been numerous instances of pros at fee and public courses, especially, who actually welcome competitive newspaper advertising. They display the ads on bulletin boards at their shops and alongside these ads list bargains in their own stock that beat the store offerings.

Regarding the endorsement of store clubs by national champions, so far as we can recall, there is only one line of clubs bearing a champion's name that is pro-only. The plain truth is that the tournament pros who hope for some financial return from their efforts and success in advertising golf haven't been able to depend enough on exclusively pro distribution of their name-goods to keep them in shirts.

Home Pro More Important Than Brand

The reason for this possibly contains the answer to Scobell's question. To the players at Scobell's course, Scobell should be (and probably is) far more important in club purchasing than Shute, Manero, Armour, Sarazen, Burke, Cooper, Jones, Little or any other champion whose name appears on golf goods.

The home club pro, properly established as an expert in the opinion of his members, is the fellow whose word carries

final and heaviest weight in the purchase of clubs. So it is up to the home club pro to keep his players constantly reminded of this fact. Advertising activities that will cost him nothing in cash, will do the job for him. Most newspapers in the smaller cities and towns will welcome a series of weekly golf instruction articles and notes, and the majority of radio stations are glad to get alert and dependable pros to furnish them with a weekly golf talk.

Use Publicity to Out-Sell Chains

Pros who put their minds to it can get a large amount of effective selling publicity through newspapers, radio, luncheon club and other addresses and golf demonstrations. Solution to the problem of out-slugging the chain stores on local publicity is within the pros' grasp.

The tournament pro is in a rather tough situation. His fame is difficult to attain and transient unless it is maintained by wins against fierce competition and by strong advertising. There must be wide markets to warrant strong advertising, so the tournament pro himself wonders how much market his fellow professionals will allow a line bearing a tournament star's name.

The champion wants royalties on the sales of as many clubs as reasonably can be sold. He figures he can't pay the groceryman with reputation, and too many times when a fellow has won tournament glory he finds himself mainly in possession of reputation and debts. He, naturally, wants to get out of hock. At the same time he wants to have proper consideration for the interests of his comrade professionals who are not in the tournament field.