

could be made of bargain merchandise as well as of standard price clubs, and by showing the extent of pro stocks, the pros could nullify a lot of cut-price store competition.

He points out that stores in the northern and central states start their golf selling season with a bang and move considerable merchandise. To adopt successful competitive measures the pros, Murphy says, must get together in a selling circus of their own.

Each member of a club or fee course registrant could be sent a free ticket, or a ticket with a nominal price of a dime, would entitle the bearer to admission. The combination of the leading tournament players and the home club pros not only would draw a crowd to buy, but would put the pros in strong by providing a great entertainment and education feature.

Pros' Putters May Explain Fewer Putter Sales

HERE, maybe, is something to think about. It's from the Sports Trader of London, Eng., in the Trader's department "Scottish Scraps." Under the heading "Rusty Putters," the item reads:

Why is it so few putters are being bought? About 95% of sets of golf clubs sold nowadays do not boast a putter. It appears that an old hickory-shafted, rusty-headed putter has become to be regarded as fashionable by many star players, amateurs and professional. Go to any championship and you will see this is true. For some reason or other, the public seems to object to paying as much for this club as they would, say, for a mashie; so would not the manufacturers be well advised to charge five shillings less for the putter? Surely the costings and profits could easily be adjusted.

The practice of many prominent U. S. tournament pros of using putters that look like they were picked from a scrap pile, is extending rapidly among amateurs of widely varying scoring abilities. Putter sales, formerly a rather lively season-long source of profits to pros, have dwindled.

It appears that the playing pros on both sides of the Atlantic have set a bad example for club buyers by using putters of cheap, junk-yard appearance.



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