

## Statement, Attributed to PGA Head, That Equipment IS Too Costly, Denied

PROS who read in local newspapers, and who heard quoted by members, an Associated Press statement attributed to George Jacobus, PGA president, to the effect that golf equipment is too expensive, now may have their bewilderment cleared.

Jacobus flatly denies having made the remark.

The statement, widely interpreted as indicating excessive margins in golf playing equipment retailing, appeared under a Schenectady, N. Y., dateline of May 6. It read, in part:

"Speaking to the Northeastern New York PGA and members of the Mohawk Golf club last night, the Ridgewood, N. J. pro declared:

"There is no reason why a first class golf ball should not retail for 50 cents and the finest club for not more than \$5."

Inasmuch as the bulk of pro retailing is in the higher quality and price brackets, and adjustment to a 50 cent and \$5 top would reduce pro annual sales income approximately \$1,200,000, pros were baffled when players cited the statement in supporting buyers' contention that prices

should be lower. Further puzzling the pros in this matter was their awareness that neither pros nor manufacturers had enjoyed a satisfactory profit position for many years.

Jacobus' attitude is set forth in a letter of May 15, in which he wrote:

"I most certainly did not make the statements contained in the A.P. release. As usual, my statements were misquoted. What I actually said, and I think I was absolutely right, was that the pro is just as anxious to sell 50 cent balls and \$5.00 clubs as he is the expensive equipment, that the pro is able to furnish the cheaper lines of merchandise just the same as the stores, and I pointed out that often the public has the idea that the pro sells nothing but 75 cent balls and \$10 and \$12 clubs, which is not correct."

Jacobus adds: "I am not interested in the pro getting into any price war even to save his business from the cheap, chiseling price-cutting which the stores are doing today." He disclaimed knowledge of an impending golf ball price war to follow the introduction of the PGA coreless center ball. Rumor of such a war, involving an item on which pros depend for more than half their shop sales income, was reported in the New York World-Telegram, May 17. Manufacturers denied



Bayer Semesan Co., Wilmington, Del., to assist greenkeepers in securing the most efficient control of turf diseases, offers a new service this season. The company has equipped a demonstration truck (shown above) with a power spray rig, and a trained demonstrator will operate it through Kansas, Missouri, and other western states. The demonstrator will call on greenkeepers, and aid them in developing a disease control program with Du Bay Fungicides. This service was designed to help greenkeepers reduce their turf disease handicap, and show how regular application of Special "Semesan" can give effective, safe protection from both large brown-patch and dollar spot, at low cost. Another truck without the spray rig, will operate in the states of Illinois, Wisconsin, Iowa, Nebraska, and Minnesota.

likelihood of a price war because of pro competition in the manufacturing field. Such a struggle would be costly to both camps, but eventual cost would be heaviest on pros, prominent pros and manufacturers agree, because of other distribution factors making a bottom price proposition to the players and destroying the quality part of the market.

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### Letter to Members Helps Pro Income

LEE HARRINGTON, Advertising Director, Wilson Sporting Goods Co., and the veteran Willie Hoare, worked out a letter which Harrington has been supplying to some pros for mailing to their members. Harrington suggests that each pro who uses this letter employ it only as a guide and rewrite it in his own words.

The letter is helping the boys pep up their shop business.

It goes:

"A brief message from the owner and operator of your golf shop.

"You are probably familiar with the fact that your golf club maintains and operates—under my supervision—a golf shop. The profit on the merchandise sold through this shop constitutes a portion of the income I receive from this club.

"For some time past there seems to have been some misunderstanding relative to this shop. I have sensed a feeling on the part of some of you that it is impossible for me to offer golf equipment to you at prices that are competitive with those you can secure on merchandise of equal quality through retail stores. This is not a fact. It is my endeavor to carry in stock everything you need for a greater enjoyment of your game. The equipment I purchase for your needs is, to the best of my knowledge and belief, the finest, most modern equipment being manufactured and offered for sale.

"Further than this, I can guarantee that I can supply you with any piece of equipment at a price equal to or better than you can secure an article of equal quality from any other source. Further than this, I can afford you a great deal of assistance in the selection of your clubs, since I am familiar with your game and believe I have the knowledge to advise you on the type of equipment you should buy.

"There are advertisements in the newspapers during the summer months offering golf equipment at seemingly very low prices. I wish to make this definite statement: if you will give me an opportunity—which I believe I merit—I will demonstrate to you that I can supply you with equipment of equal or better values at prices equal to or below those you can secure from these stores!

"May I please have an opportunity to demonstrate these facts to you?"

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### Golf Clubs Take Up Fight on Gamblers

GOLF clubs and associations finally are overcoming a false pride and tackling the professional gambling operations at tournaments. Making book on the tournaments is the least of the dangers, although it's about all that gets reformers' attention.

Major trouble comes from professional card and craps sharks who get into the locker-room games and trim the tournament contestant and guest suckers. The Oklahoma Golf Assn. has boldly called attention to the trimmers' activities at its tournaments and warned that the sharpshooters, as well as the pseudo-smart suckers who offer themselves as sacrifices, will be handled without finessing.

Clubs that have engaged pro gamblers to conduct games at invitation events, usually reap a harvest of squawks from trimmed members and guests. Usual club practice is to try to hush the complaints. Not so, the way at the Western Springs CC (Chicago district). In its house organ, bold comment is made: "The only dissenting chant to reach the ears of this paper was that the professional gamblers were a bit too professional. We believe it would be better for all concerned to eliminate this feature on all parties to come."

Golf has been quite lucky in not having a gambling-house dirt story break in the newspapers, showing how professional gamblers move in on the clubs. One prominent tournament on the winter circuit is rapidly losing prestige due to rumors and appearances of a close tie-up with a gambling establishment.