

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.

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?"

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.