

try to get away from the idea of "I-can-buy-it-wholesale" attitude of my customers. I have decided not to carry any Tee shirts, socks, dress shirts that after one good washing the waste basket has them. I have selected the best that money can buy, and am told that after a few washings they will stand up.

I don't have too many wool shirts in stock as you know most of the wool has gone to war. They now have cotton to take its place, and believe me they look good with some guarantee after so many washings. They come in solid colors, stripes, pull-overs, and various knitted types. The prices range from \$3.50 and up.

As for caps, hats and so on, here are some ideas as to what they are wearing. In California the rage is the "umbrella" hat and though it looks like an umbrella, it is tops. To my mind, if it looks funny it must be good. Various colors and shapes. In Florida it is white caps, visors, and some knit in colors.

You know I have shoes, umbrellas, golf rubbers, and the rest of golf merchandise, but this letter is just a reminder to let you know that the new wearing apparel has arrived, and suggest you do come in and inspect it before the season begins. You see I have no other way of telling you of this merchandise, so letters will be coming your way often when my new equipment arrives.

I want you to know I take great pride in the careful selection of golf equipment for my members. I place a value on my ability to do this, gained by my knowledge of the game itself. My prices are fair, and I sell at regular list prices.

The "quickies"—the bargains that keep the members reminded that Soitz has something that warrants a visit to the pro shop, are advertised by postcards. These postcards are highly profitable advertising in disposing of the merchandise, and in getting people into his shop where they'll probably see something else they want to buy.

A couple of his postcards:

EDGEWOOD VALLEY COUNTRY CLUB

Dear Member:

The first week in August is "Bargain Week" on Golf Bags. I will give you a 20% discount on any bag in the shop.

Come in and look them over.

Vic Soitz

Pro Shop

EDGEWOOD VALLEY COUNTRY CLUB

Dear Member:

Here is a buy for you. All White Pussy Foot Golf Hose — were \$1.00 Pair — ON SALE this month 3 for \$2.25.

PRO SHOP

USGA Reminds Amateurs To Be Amateurs

USGA issued on July 24 a press release enclosing a copy of a memorandum from James W. Walker, chmn., Amateur Status and Conduct Committee, which had been sent to all entrants for the 1952 Amateur and Women's championships.

A copy of the rules of amateur status and a copy of Eugene G. Grace's talk at a dinner to contestants, officials and press prior to the 1951 National Amateur, also were sent 1952 entrants and the press.

The "memo to entrants" read:

"Attention is called to the fact that the Rules of Amateur Status prohibit an amateur golfer from:

"1. Accepting without appropriate payment golf balls, clubs or other golf merchandise from anyone dealing in golf merchandise.

"2. Accepting expenses, in money or otherwise, in connection with a golf competition or exhibition. (Note—The Rules permit certain exceptions for specific events.)

"Observance of all Rules of Amateur Status is, in last analysis, up to the honesty of the individual player. The same honesty is involved in observing these Rules off the course as in returning a right score on the course.

"The USGA is not a police organization. Golf is not the sort of activity that requires a police organization.

"However, when the USGA receives concrete evidence of violations, it does not hesitate to take positive action. Unfortunately, certain players are at present under suspicion.

"The Association bespeaks your cooperation in upholding the Definition of an Amateur Golfers, as follows:

"An amateur golfer is one who plays the game solely as a non-remunerative or non-profit-making sport."

"The good name of golf and the good fun of golf are entirely within the keeping of the players, and the players alone."

New Edition of European Golf Guide Issued

European Annual Golf Guide, giving names, locations, officials, operating personnel, fees and data on courses in continental Europe and Africa, recently was published in the 1952 edition by Paris-Vendome, Paris 1. Price is approximately \$3. It's the only complete directory of continental European courses. This year's edition shows that golf on the continent and at the Mediterranean and African resorts has fully recovered from World War II and is making a strong bid for American tourist play.