

turer's supply corporation. The logical question is: if the manufacturer wanted to stop price cutting, why didn't he refuse to sell these dealers after the first violations were uncovered?

Now, back to the three steps the pro can take to meet this problem of discount buying.

1) **Accept the facts:** Discount buying is widespread and likely to continue. Commercial ethics, doing-the-right-thing-by-your-pro and live-and-let-live do not seem to influence many consumers to buy comparable merchandise at retail prices if they can get it at a discount. Manufacturers like to sell their goods, and they like retail outlets that sell a lot of their goods

2) **Compete on a non-price basis:** Joe Schmartzguy is not so sure of himself as he pretends, or else he wouldn't "shop" to get your advice. Notice the customers who answered

a) that they would hesitate to buy items having factors of style or fit at a discount. Buyers are afraid of getting unsuitable goods. Qualified advice is a service that's "pro only."

b) that a wide assortment would influence them. You have all makes and models; the wholesaler is likely to have but one or two makes . . . his advice on clubs is hardly impartial

c) that service from a retailer would influence them. One important service is having the clubs at a convenient place at the right time. How much more awkward will it be for the buyer to get the clubs wholesale? Can he get them as promptly?

Be sure that the buyer is not confusing your price for Shirlie Birdie Registered with discount house price for Shirlie Birdie Autograph. Your willingness to break a set of woods, allowing buyer to take the #1 and #3, or to accept trade-ins, are services the discount house cannot match.

3) **Be ready to compete on a price basis, when necessary.** There are price buyers in almost every club. Maybe you can get them only in late season during clearance sales when you are clearing out what you didn't sell. You usually can undersell the discount dealer then. You won't make the profit you should but you'll convert your stock into cash and have your accounts in good shape for doing your next season's buying.

It may pain you to have to cut prices for clearance but some of the wisest and most successful retailers have to do it.

But when you do have clearances try to tactfully get across to the player who bought "wholesale" that you have a better buy for him than the purchase he made.

By that time he'll probably be thinking the clubs he bought "wholesale" weren't what he needed or the bag he bought wholesale will look like it's years old, and he may wish that he'd come to you in the first place.

Private Club Slot Law Forecast for Kansas

A. L. Shultz, Topeka (Ks.) State Journal political writer, in his weekly political letter, in commenting on prohibition of slot machines in Kansas, said:

"Club directors * * * issued hasty emergency orders to reduce pay rolls, close dining rooms, ban free lunches and dinners, cancel commitments for lush donations to charities and civic agencies. * * * One by one sumptuary laws and yardstick moral codes have been shattered by new generations of liberal thinkers, as Kansas turned into the new century with philosophies that shocked the puritan pilgrims. So, as surely as comes the morning sunrise, rigid regulations denying privilege in private places are on the way out * * * Chances are strongly in favor of the Legislature providing a sensible law that will grant (slot machine) privilege to organized groups and at the same time keep the devices from public places and playing by minors. Safeguards such as surround the well-framed, generally respected and obeyed liquor control law will be necessary."

LOU'S A LICENSED PRO



Lou Galby, pro at the Mill River CC, Stratford, Conn., recently was re-elected for his fourth term as Connecticut PGA president. Lively Lou, a cheerful, canny and untiring propagandist for pro golf and a bright exhibit of successful pro businessman, has had his pro promotion work officially recognized by the state of Connecticut. Look at Lou's automobile license number.