

THE *Walker* EXECUTIVE

**"For The Golfer Who
Wants Something Better"**



**The Walker GASOLINE POWERED Car Is Ready to
Go ANYTIME — ALL the TIME — ANYWHERE**

Dealer Inquiries Invited

Max Walker Fowler, Kansas

Returned Goods Danger

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put this merchandise back in salable condition, it must be repressed, reboxed and often reticketed and completely reprocessed through our warehouse at a substantial handling cost.

8. In order to partly offset this additional expense, we have no alternative but to charge you a "Return Handling Charge" of 10 per cent hereafter on all returns (except for manufacturing defects where you will naturally receive full credit.) We are quite confident that you will fully understand our position as we want to continue to be able to supply you with fresh merchandise in new styles which will bring a growing sales volume to our mutual advantage at all times.

Gives Merchandising Tips to Mid-Atlantic Assistants

Assistants and young pros who attend bi-weekly Middle Atlantic PGA seminars that are held regularly throughout the winter, recently got good advice from Harold Oatman of Norfolk, Va. In point-

ing out how to be better than average golf merchandisers, he told them:

1. Have and keep good credit.
2. Buy smart to sell smart.
3. Keep your shop and merchandise clean.
4. Live and dress within your means.
5. Get rid of bad buys even if you have to sell at your cost.
6. Keep a tight grip on member credit.

Jim Beattie Killed in Crash

Jim Beattie, pro golf sales mgr. of the New York branch of Wilson Sporting Goods Co., was killed in an automobile accident on Apr. 11 while enroute to a meeting of the Connecticut Section of the PGA. He joined Wilson in 1933 as a salesman, was appointed assistant pro golf sales mgr. in 1948, and was promoted to pro golf sales mgr. in 1950, a position he held at the time of his untimely death. He was 64 years of age. Survivors include his wife, Barbara, and his mother, who resides in Scotland. Jim started out as a pro and worked for several golf equipment firms before joining Wilson.