Now you can have ALL the conveniences and comforts provided by the last word in equipment—at rates that start as low as $3.00 per day for a luxurious room, with Servidor, Radio, circulating Ice Water. 1200 Rooms. Just a few minutes from shopping and theatre centres.

C. W. RAMSEY, Jr., Manager

HOTEL

GOVERNOR CLINTON

1200 Rooms - 7th Ave. at 31st St.

PHOENIX

RED TIP TRACTOR SPUDS

Extra Long Service

Made of a special analysis steel, hardened by the latest scientific heat treating methods. Sizes from 3/8 in. to 5/8 in. Also Mower Spuds. Inquiries invited.

PHOENIX MANUFACTURING COMPANY

Joliet, Ill. Catasauqua, Pa

Domestic Peat HUMUS

Pure organic material, ideal for soil improvement purposes. Complies with U. S. Govt. Specifications—available in finely fibrous or coarse form. Tell us your requirements. Shipment by bag, truck or carlot.

HYPER-HUMUS CO. of Newton, N. J.


CREEPING Bent TURF

Illinois Grass Co.'s True Washington Strain Creeping Bent is used by hundreds of greenkeepers, golf and country clubs, etc., in solid turf form. Furnished in rolls ready to lay down like a carpet. Withstands heat wave. Guaranteed quality. Available in stolons also. We grow Blue Grass Sod, too.

Write today for prices and samples.

ILLINOIS GRASS CO., Homewood, Illinois J. A. Carter Sis. Agt., 75 E. Wacker Dr., Chicago

PGA National Slated for Milwaukee in August

ARRANGEMENTS are practically completed for holding the PGA national championship at the Blue Mound CC, Milwaukee, Wis., with the date tentatively set for the week of August 8 to 13. This is the week before the Canadian Open.

R. W. (Doc) Treacy, secretary of the PGA and pro at the Woodmont CC (Milwaukee district) and C. B. Johnson, formerly secretary of the National Association of Golf Club Manufacturers, are handling the financial arrangements for the affair in association with members of the Milwaukee Association of Commerce.

Beer money is being laid on the line in getting the guarantee together, as the beverage that made Milwaukee famous is profiting plenty from the thirsts that blossom around golf clubs.

Golf Goods Price Picture Groups: Pros and Makers

SOME slants that should make pros think before they blindly worship the cheap price idol as their deliverer, appear in recent business literature.

Department store average cost of doing business has increased from 28% to 34%, according to a statement in Tide. Therefore the main hope of these stores, in doing business on a price basis to beat out pros, lies in quantity buying.

But, on the quantity basis the manufacturers frequently take a licking, as one notes from the remarks made by W. M. McCormick in Sales Management. He says:

"Less than a year ago some large buyers offered orders for about $85,000 worth of our goods, and we quoted very low prices. Three other manufacturers quoted against us and we let them have the orders rather than reduce our prices to a level unproductive—considering quality of goods we manufacture. Now two of those competitors are out of business and their failure is directly the result of paying too high a premium for volume orders. * * *

"Still the clamor continues for lower prices; but I think it is time for manufacturers in all lines to take a stand, price their goods on basis of cost with fair profit and then depend on their selling ability and merchandising, rather than price, to get their share of business. Experience of the past two years proves conclusively that failure lies in any other direction."

The pros' competitors have seen that