with the same consideration as those who buy from him, because the man who buys a bargain "down town" has more regret regarding his purchase than the professional has regarding his loss of commission. And that player is always back in the shop again for his next requirements.

The professional who spends more time in working in his shop than he does in playing on his course will not overlook the opportunities of inter-member tournaments, locker room alley contests, birthdays of members of certain cliques, bridge prizes for clubhouse players, tournament trophies and Christmas trade—all of which are opportunities to increase profit.

Neither will he overlook the opportunity of carrying cheap balls and clubs, not for sale to good players, but merely as examples of the construction of such equipment and the fact that he can supply this class of merchandise at "down town" prices providing his players are willing to hazard a good game of golf to false economy.

Golf Seed Prices Due for Sharp Increase

Comparison of reports from leading suppliers of golf course seed indicates probability of increase in prices next spring, with one prominent factor stating that an increase is probable for the fall.

Golf clubs have confessed need for considerable seed to repair neglect of last few years, but await firmer financial conditions before buying. Observers believe that when the buying does begin it will come with a rush.

Seed prices generally were at their lowest for many years this spring and have moved upward slightly. When the "New Deal" policies were set into operation, people who had money and believed seed prices were to mount sharply, bought rather heavily. Prices dropped off after this splurge leaving seed held by those who will hold rather than take a loss.

Small harvest, especially of the bent grasses, have made the market prices firm, but there is no buying demand at present. There is no bent surplus on the market to depress the price as there was during the previous two years.

A fair supply of Kentucky bluegrass and fancy redtop is on the market, both new crop and carry-over. However, both of these grasses are holding up in price. Kentucky bluegrass is generally conceded to be strongly held.

Government plan for withdrawal of several million acres from cultivation next spring is expected to effect grass seed market, as farmers may put considerable of this acreage to grasses.

Chewing's fescue and other imported grasses naturally have advanced in price by reason of the difference in exchange.