

GIVE THE RYDER CUP BOYS A HAND

FINANCING the Ryder Cup team is a rather serious task and there is still some work to be done before the expenses of the team of American pros are met.

The P. G. A. exhibition matches have done a good part of the financing, the various golf supply interests have done their share and now the balance is up to the golfers and the clubs.

Contributions of any amount will be cordially welcomed by the Professional Golfers Association of America. Checks should be made out to the Treasurer, P. G. A. of America, and mailed to 366 Fifth avenue, New York City.

The Ryder Cup team will sail on April 10 for the International professional matches, so no time is to be lost in forwarding checks.

chandise. It was then that practically all good golf clubs were bench-made, and those manufactured in factories were of a very inferior quality. This is not the case today—in common with other industries in this country, factory-made golf goods have reached a high state of perfection, and now that the pro has led himself into this fix of being a distributor instead of a maker, he is confronted with the self-made situation of having his shelves full of standardized goods, commercially and uniformly obtainable. His members think they are identically the same thing in the windows downtown, but here's the rub, they see such goods at a much reduced price. All things being equal, the pro will get the business rather than an in-expert clerk in a store, because of his peculiar fitness to aid one in the selection of their golf needs. But the price is not equal; therefore, we must make an attempt to make it so.

Why should we invite the loss of say 35% of our business as represented by members in every club who look for bargains, by disregarding price competition? There is no doubt that the pro could keep his prices up and stress quality, but why is it not possible to still maintain quality, while instituting a price reduction? Every

other industry sooner or later must come to such a condition, and they do it by more advantageous buying, group bidding, and larger volume in purchasing.

Recently I have been assured by an officer of one of the largest golf goods manufacturers in this country, when the time comes that the pros could buy in volume for cash, they would be ready to offer a discount on such business, satisfactory to our organization. I mention this instance merely to illustrate what might be obtained if the P. G. A. organization had a large, well co-ordinated buying unit. Of course, I am not unmindful of the difficulties in perfecting such an organization, but if the desire to accomplish such an end is genuine, why should this problem be insuperable?

Large organizations selling a commodity to the public have had to lower cost or face extinction. It is not too much for me to say that never before in the economic history of any country has such keen competition existed. The wholesaler is trying to get the retailers' business, and the manufacturer is vying with both the wholesaler and the retailer by seeking business direct from the consumer.

My reasoning might be unsoundly adopted, and uncritically retained, but I am for price competition, and vote for making an effort to compete on the basis of price to whatever extent possible with the pro. Mr. Ogg's contentions seem to mirror the pro merchandising situation as it is today.

Cleveland District Has Official Archery Rules

FEBRUARY issue of *The Putter*, excellent house-organ of the Westwood Country club, Cleveland, O., contains the archery golf rules of that club which have been adopted as official by the Cleveland District Golf Association. This number of *The Putter* also contains the report of the treasurer, E. W. Doty, which is an ideal presentation of a golf club's financial affairs.

DO not open the linen closet to the attacks of any employe in need of flat goods. Make one person responsible for the contents of the closet and insist that all other employes sign for all items they need with this one employe.