

doesn't get the benefit of having some good man spend his winter planning how he is going to serve his new club with surpassing satisfaction next season, and we spend a lot of the time, at a period vital to our own financial salvation, writing, wiring, telephoning and visiting clubs and fellows who want to get signed up.

If the pros have something that will get the clubs to sign up their men well in advance, by having it generally known what it means to the pro's actual cash outlay for the merchandise he will offer to the members, it may serve to eliminate this thoughtless and avoidable delay in hiring.

What Help to Makers?

What seems on surface inspection to be a quite helpful and important phase of the plan is the aid that will be extended to the manufacturers' financing. To what extent this will be of assistance it is impossible to determine as it calls for prying into business details that properly are private property. However we always have held to the opinion that the pros should not unreservedly criticize club makers for letting go of big and partly frozen stocks of merchandise in the plant when the goods meant conversion of a frozen asset into cash required by good business judgment and nature's first law of self-preservation. Our howl has been in voicing the pros' protest that such sales are often made without consideration of the pros' right of protection against price demoralization—a right he has earned by making the golf market and by keeping in the saddle as the one who primarily forms and guides the public preference in golf goods.

With the pros buying in big units, paying in advance, and ironing out the expensive and violent variations in the manufacturing curve they give the manufacturers a big money inducement ranking the pros as buyers with the large spot cash stores. When these stores get busy with the bait of spot cash, it must be conceded by any pro who knows his business A. B. C.s that a manufacturer is going to be sorely tempted even though the manufacturer knows the store buyer is going to take the maker's pound of flesh in beating the price down.

Pro Advance Must Continue

That point is brought up by those who think Charley Hall has put forth the germ of the idea that eventually will develop into a solution of the pros' problem of

buying on a fairly balanced basis with the rest of the retail golf trade.

During the past couple of years the pro has shown an astounding progress in his merchandising at his club. There is no manufacturer who is in intimate contact with the golf field who hesitates to concede this truth and to compliment the pro for coming out and claiming his due when it was being subjected to question—question that now has been definitely banished. If the Hall plan is the one that Willie Ogg's committee passes on for action at the Atlanta meeting as being the one it thinks will be valuable to the manufacturers as well as to the pros, then it is up to the makers.

In the meanwhile it will do no harm to thoroughly thresh out the plan, for and against, so each phase may be thoroughly surveyed and appraised. Any comments that pros or manufacturers have to make on the basis of this plan as above set forth, or any suggestions of policy or of detail that may be advanced, GOLFDOM will be glad to receive for publication, either under the writer's signature or anonymously, as the writer instructs us.

Midwest Greenkeepers' Show Set for Sept. 9

SECOND annual equipment demonstration of the Midwest Greenkeepers association will be held at Sunset Valley Golf club, Highland Park, Ill., Sept. 9. The initial presentation of this event was well attended despite the rain and brought forth many interesting and practical demonstrations.

Greenkeepers, green-chairmen and supply men are invited by the Midwest organization to attend the affair and to make demonstrations of equipment and supplies. Details relative to exhibits may be secured from Peter Stewart, Sec. of the Midwest Greenkeepers association, 543 Central ave., Highland Park, Ill.

NOTIFY GOLFDOM
of your change
of address when your
club closes its season.