

have the club find out what's what after paying out its members' money in the experiment.

Small Clubs Won't Pay Out.

In smaller clubs, the shop operation by stores is such a hopeless stunt that the stores are withdrawing and carrying with them a keen realization that it takes a clever pro business man to get by at a profit. A young fellow who has been pro under the store-shop plan at a Wisconsin club dropped into GOLFDOM'S office the other day on his way to a new job. He showed figures of two year's operation, each year resulting in a loss to the store of more than \$1,000. He said he stuck to it, trying his best to keep everybody happy, for two reasons: good pro jobs were hard to get, and he wanted to give the plan a good test and see if there was any chance of working it out as a good thing for the pros, the members, and the stores.

"It's not in the books," the boy remarked. "The store is out to sell and the pro is out to serve. When you try to please the store people by putting on the pressure for volume you get the members sore, and when you handle the selling in the diplomatic, studied way a good private club membership calls for, the store complains. The club is fed up on it and so is the store, but the contract has another year to run.

"With the store trying to make up almost a \$3,000 loss in one season, the members are going to get a pretty trimming. If it were in a big town the members would do just what they do in Chicago, for instance, go to some other pro or store to buy. There's no reason but low price for them to buy at their own club. But this is in a small town where there's no other club to go to. I pity the fellow who has my old job. He is bound to catch hell from all sides and hell is what I mean."

One of the early scare cases of this store operation ended last year when the store that was making a strenuous bid to get into the pro shops went bankrupt. These sadder but wiser men now know that it takes some smart hard work to run a pro shop at a profit, and if there's any pro who still thinks he can just let his shop run itself, let him take good warning.

Thus the noble experiment of the stores chiseling in for the pros' business at the clubs is speedily folding up. To hasten its entire departure from the golf field the improvement in pro merchandising and members' service must continue.

Sports Goods Makers Plan Trade Practices Revision

GOLF, baseball and general athletic goods manufacturers are to meet at Greenbrier Hotel, White Sulphur Springs, W. Va., May 7, with Garland S. Ferguson Jr., chairman of the Federal Trade commission, presiding.

In the Federal Trade commission's bulletin the purpose of the meeting is set forth as:

"To give all concerned an opportunity to participate in deliberations which are expected to result in efficiently eliminating from the industries mentioned all practices which may be considered unfair, wasteful or otherwise bad for the industry and the public.

Name Practices to Be Probed.

"Among the practices thus far proposed for discussion are: Giving of athletic equipment to persons engaged in athletics or sports on condition they use only equipment of concern giving such goods, or that they recommend its equipment; secretly paying athletes, or others, to use only equipment of a particular concern, or recommend its use; advertising that winners of competitions, or others, used goods or equipment of a particular concern, without disclosing obligation to use such equipment, if so obligated; giving athletic equipment, etc., to those employed in positions of trust, as instructor or advisor in a particular line of sports, upon condition that its goods be recommended or used by such person; use of names of prominent athletes on goods used in a particular branch of athletics engaged in by said athletes, on goods or equipment not used or designed by such athletes; advertising, or otherwise representing, that an athlete prominent in a particular line of sports or athletics designed certain equipment or sporting goods, where such is not the fact; exclusive dealing contracts, including rebates, gift goods or other allowances conditioned upon agreement to use or deal in only a particular concern's equipment.

"The proposal to discuss the foregoing subjects does not preclude the discussion of other or different matters. As experts in their line, men actively engaged in these industries are asked to define for the Commission such practices as they consider unfair and to assist in the formation of rules of business conduct intended to eliminate simultaneously on a given date the practices specified.