

Or a box containing some wearable. Somewhere on it you'll find the retail price. And if you'll look real close you'll find, somewhere on it, a series of marks resembling hieroglyphics as meaningless to you as if they were taken from an Egyptian tablet.

If you don't know you'll think some baby has been practicing the Arabian alphabet with a pencil. If you do know, the miniature Chinese laundry ticket is no mystery. It's the merchant's cost. And by cost it doesn't mean his invoice price. It means his real cost; invoice price plus the tax put on every business by that vicious goblin OLD MAN OVERHEAD.

Now walk into ANY pro's shop in the country and show me as much as 50 per cent of his total merchandise that is price tagged in plain figures—and try and find any indication that he knows his actual cost.

Now let's rest a minute.

If you think this is a tirade against the pro's business methods this won't interest you. You'll do better by going out and trying to get that slice out of your brassie shots or find out why you are pulling your short putts off line.

### Why Pros' Loose Profits.

But if you believe it is possible that someone may know just a little, mind you not all, but just a little, about why the average pro doesn't realize anything like a reasonable return on his capital and the time he invests in his business or job postpone that game you have lined up for just a little while. Maybe here is some help on the subject.

If you have given what you have read any thought you have by this time thought of the names of several merchants whose places you have been in who did not show any price tags on their merchandise; much less their costs. O. K. I'll grant you there are many. But can you name ONE of the LEADING merchants in your city who does not price tag everything in his store?

Think hard now—can you?

Why do all the leading, successful merchants price tag every item? Most assuredly you can't believe that the large store owners spend thousands upon thousands of dollars, in time and labor, a year to price their merchandise because they think their employes can't remember the prices? Certainly they can—if they are in the departments.

But I'm getting ahead of myself. In

February GOLFDOM I'll show you that the reason that merchants put the retail price on every article and invariably their costs is not because their employes can't remember the prices or they won't be able to tell their profit on each article sold. The real reasons are about as far from what you imagine as an Eskimo is from an Eskimo pie.

### A Background for Sales.

If you have trouble in believing that the reasons I will give you are responsible for the merchants marking their retail prices and costs on the articles they sell, you'll have trouble believing that Wellington was right when he said the battle of Waterloo was won on the playing fields of Eton, and that Bobby Jones can attribute his phenomenal golf to his getting mad at poor shots in the days when his caddie was Bobby Jones.

### Green Section to Exhibit at U. S. G. A. Meet, January 10

THE Green Section will not hold its usual program at the annual winter meeting of the United States Golf association to be held at the Biltmore Hotel, New York, January 10. In previous years the Green Section has arranged a program of speakers and has had papers read on various subjects related to greenkeeping. However, in the last few years with the advent of the new experimental turf garden near Chicago and the numerous demonstration turf gardens located on golf courses throughout the country, the Green Section has increased the number of summer meetings with success.

Including the usual summer meeting at Arlington, seven meetings were held on the various gardens last summer. These meetings were attended by many more individuals than were ever in attendance at the winter meeting. The summer meetings have gained considerable popularity with the greenkeepers, chairmen of green committees and others interested in fine turf problems due largely to the fact that it is possible to discuss and demonstrate actually on the ground the various phases of the work.

The Green Section staff will however attend the annual meeting and will set up an exhibit of interest to those interested in turf maintenance. The exhibit will be in place at 9:30 a. m. and the staff will be on hand to discuss details of the exhibit and

various phases of turf work. The exhibit will be made up of charts, photographs and actual materials used on courses.

It is planned to have an exhibit of soils stressing the physical difference in various soil types and different handling of these soils for golf course purposes. A demonstration will be made showing the relative rates of absorption of water by various soils and the effect of layers as against thorough mixing of the components.

The exhibit will point out the relationship between topdressing material and weed control, and the effect of sterilized

soil upon viable weed seed content.

Various fertilizing materials stressing the comparative concentration of these materials will be shown. A new golf course fertilizer chart giving analyses of various materials and rates of application will be available.

Seed of various species of golf course grasses will be arranged for observation under the microscope.

Specimens and pictures of various insect and fungus pests which are of economic importance in turf work will also be available for examination.

## Greens-Show Theme Will Be "High Standards, Less Cost"

PRACTICALLY three-quarters of the display space available for exhibitors at the Fifth Annual Greenkeepers' show at Columbus, O., February 3 to 6, was under contract on December 16, according to Fred Burkhardt, chairman of the show committee. As the floor plan is such that all space is well located, Burkhardt is of the opinion that this year's event will be a sell-out.

Contracts for show exhibition space call for use of the auditorium at Columbus, O., from 12:01 a. m., February 2 to 10 a. m., February 3 for preparation of the exhibits and from 9 p. m., February 6 to 11:59 p. m., February 7 for their packing and removal. The program of the convention and the display will run from Tuesday, February 3 to Friday, February 6, inclusive.

Despite budget stringencies it is certain that the 1931 annual convention of the National Association of Greenkeepers will see a record attendance of the greenkeepers' having their expenses to the convention paid by their clubs as a matter of course maintenance.

The association is at work on details of the program, tentative features of which, were given in December GOLFDOM. It is planned to make the keynote of the convention "Battling the Budget for Higher Maintenance Standards," with the speakers discussing what to do and the exhibits showing "What to do it with." It is expected that the association will have sold almost \$11,000 worth of exhibit space when the curtain goes up on this year's show.

Exhibitors, as of December 16 list of space contracts:

Worthington Mower Company.  
The F. & N. Lawn Mower Company.  
Ideal Power Lawn Mower Company.  
International Harvester Company of America.  
O. M. Scott & Sons Company.  
Stump & Walter, Inc.  
E. G. Staude Mak-A-Tractor Company.  
Toro Mfg. Company.  
Virginia-Carolina Chemical Company.  
J. Oliver Johnson, Inc.  
Wendell P. Miller & Associates.  
Buckner Mfg. Company.  
Roseman Tractor Mower Co.  
Peter Henderson & Company.  
L. R. Nelson Mfg. Company.  
Standard Mfg. Company.  
Friend Mfg. Company.  
J. M. McCullough's Sons Company.  
Armour Fertilizer Works.  
C. B. Dolge Company.  
National Mower Company.  
Chilton-Crocker Company.  
Smith Agricultural Chemical Company.  
Golf Course Supply Company.  
Pennsylvania Lawn Mower Works.  
Koppers Products Company.  
Lawn Equipment Company.  
George A. Davis, Inc.  
Economy Irrigation Company.  
American Cyanamid Company.  
Nitrate Agencies.  
Ohio Humus Products Company.  
Jacobson Mfg. Company.  
Milwaukee Sewerage Commission.  
Fate-Root-Heath Company.  
Universal Sand Equipment Corporation.  
Atkins & Durbrow, Inc.  
Campbell Irrigation Company.