

as it might seem off hand. Private clubs in some districts are suffering losses of membership due to men who formerly belonged to two or three clubs are reducing their connections to one golf organization.

Generally this has been offset by a reduction in the initiation costs of metropolitan district clubs. This has brought a lot of live new members into the folds and their house accounts and transfer fees promise to far more than make up the loss taken on the initiation fee. Naturally there are complaints from those who bought club memberships two years ago for \$1,800 where the memberships now are selling at \$800, but they have something to show for their initial expenditure which is more than can be said about the market "investments" some of the complainers made.

Cut Prices Only Pro Worry.

The pros this year are doing a good business, although they have been held back by rain. Leading manufacturers are running at a gait that makes new production records seem certain, although they are catching hell on the lower priced clubs put out by wood-shed factories. Thousands of new retail outlets for golf goods have sprung up this year, and the salesmen in many of these places hardly know enough about golf goods to tell the buyer "which end of the caddie to grasp."

Although this ignorance is going to burn some of the new golfers and take some business away from pros and first class manufacturers, it will teach the buyers to go to well qualified sources of golf merchandise when they really want something worth while. From a number of well authenticated reports some of the newer manufacturers already are about ready to fold up. They go after the store business and here the first, last and middle question is "price" 95 per cent of the time. When the beginner in the business takes his line of junk in, figuring that he has the world stopped with his store price of 85 cents for an iron, the store guy tells him some other poor sap has offered him clubs for 80 cents per. The victim then says, "Oh, to hell with it. Take them for 75 cents each. I am getting out of the golf business."

Foremost manufacturers set themselves for just this sort of a break on the lower priced goods and although the quality golf goods business is split a few more ways than it used to be, all of the first class manufacturers are cheerful and active.

The merchandising situation is helping to make better merchants of the professionals because the competition generally is with such stuff that a pro can show his customers plainly and gracefully they are running the risk of throwing away their dough if they fall for the cut price trash.

Some salary cuts have been made in the golf field, but only by clubs that are in delicate shape and anxious to get quickly on the right financial basis and work out of the mire of heavy carrying charges they walked into some years ago when they were led astray by the delusion of grandeur. It is to be hoped that these minor cuts, made more on the basis of "principle" than for the money involved, will get the deserved compensation when the readjustment eventually is effected. There are comparatively few first class golf club department heads out of work for now operating abilities mean more to the clubs than ever before. Thus, it may be that this year when other businesses are sobbing and the golf business is good, may impress on the golf field the value of competent department heads who are given authority without uninformed interference that enables them to operate clubs on a business basis.

P. G. A. Championship Sept. 14-19 at Providence, R. I.

CHAMPIONSHIP of the Professional Golfers association will be played this year Sept. 14-19 at Wannamoisett C. C., Providence, R. I. Mutually satisfactory financial arrangements have been made between the Providence officials and the tournament bureau of the P. G. A. and plans already are under way to make this tournament the greatest in P. G. A. history.

With Boston, Worcester and Hartford right at the door and New York just a short drive away the Providence people have a good gallery territory. It will be the first major golf championship to be held in Providence.

Only those pros who have their national and sectional P. G. A. dues paid as of July 1 will be allowed to participate in the qualifying play for the P. G. A. championship. It is expected that this will result in the P. G. A. membership showing a record total by the first of July. The group fire and theft insurance plan of the association meant so much of a saving to the members that it was responsible for a recent spurt in membership. In many cases the saving exceeds the dues.