

instead of the regulation old cut of from \$200 to \$500. In another southwestern spot, a quartette of aces showed for about \$25 gross apiece, after the gate had been divided. Both places are good golf cities and the disappointing takes go to demonstrate how you have to have the band playing all the time to bring the customers into golf's tent.

Just what the answer is going to be for the present acknowledged monarchs of the meadows is your guess as much as anybody's. Gene mourns that with two under fours he finished second at Caliente and tied for sixth at Los Angeles. He was consistent, too, with his best score in the 8 rounds being 70 and his poorest 72. There's always the danger of somebody running a temperature and leaving you out of the money in this tournament business, even if you are good. Bill Burke, with a \$50 drag out of the California season and Tom Creavy, PGA champ, with no dough at all among his California souvenirs, show the financial phase of the tournament problem.

### Get Lesson Tips on Circuit

But, the ruddy laddies pound along from spot to spot with their venerable motors sounding like drum corps, and pick up experience that qualifies them for the big jobs.

The day of the emphasis on teaching is back here in this golf business and there's not much better place to learn instruction methods than along the tournament circuit. John DeForest, scion of English nobility and runner-up in the 1931 British amateur, picked up a good part of his game during the 1930-31 winter season with the Yank barnstormers. The old tale about teaching interfering with playing ability is strictly the hooie, according to John Farrell, Horton Smith and Al Espinosa, three campaigners who ought to have the right answer.

Even after Horton broke his arm, he went along with the boys for a time, picking up pointers he could pass on to his pupils at Oak Park where he will be located this year. Horton was solicited for that job, although more than a hundred others applied for it, because he was a good player and teacher. Al Espinosa got the Portage job at Akron, O. for the same reason.

The association is conducting a training school that is educating some of the leading professors of golf.

## Store Men's Tale Shows Cheapness Is Costly

**T**HE MORE the pro merchant looks and listens around him, the less he is inclined to be scared to death by the threat of dirt-cheap competition. It appears that the stores have had their fill of price-cutting beyond the point of profit, according to some statements made at the 21st annual convention of the National Retail Dry Goods Assn., the department store executives' assembly.

Pros in the New York district who have complained of Macy's price-cutting (as has almost every other retailer in that territory) will be especially interested in the following comments on the address by Percy S. Straus, v. p. of Macy's, at the meeting, as reported by *Editor and Publisher*:

He gave the stores credit for reducing their selling prices as fast as manufacturers' prices declined, but pointed out, as did the other speakers, that an unchanged percentage of mark-up now brings in a much smaller amount of actual money. He added:

"We have handed on to the public all the benefits of falling prices, and have kept for ourselves all the disadvantages. That may be good philanthropy, but it isn't good business.

"Our landlords are not likely to reduce our rents, and we dislike to cut wages any more than we are forced to. Many of us are trying to save by using more efficient methods. But the real need is for an increase in original mark-up, although many of us hate to face it."

The speaker said department stores "suffer from the same malady as the railroads," but have not the same excuse of government regulation.

"It is merely our own lack of realization that prevents us from adjusting our mark-up to meet the situation caused by reduced prices," he declared. "If necessary, we should take the public into our confidence and frankly state that we cannot afford to sell at the same mark-up as in 1928 and 1929."

*Editor and Publisher* further stated:

"Several speakers insisted that the rush to promote low-priced merchandise had gone too far, and that it was time to begin telling about quality rather than price in advertising copy. Price advertising, it was pointed out, had increased the proportion of business done in very cheap goods."