

not entirely satisfactory under all soil conditions. He suggested the use of carbon disulphide emulsion. The strength of the emulsion should be governed by the soil temperature; for example, with a soil temperature of 40 to 50 degrees Professor Pettit recommended 68 C. C. of carbon disulphide per gal. of water. When the soil temperature goes to between 50 and 60 degrees only 57 cc. of carbon disulphide to a gallon should be used. With higher soil temperatures running between 60 and 70 degrees the quantity of carbon disulphide should be cut down to about 45 cc. per gal. After stirring the carbon disulphide into the water thoroughly so as to make a uniform emulsion about 2½ gal. per 1000 sq. ft. of area should be applied and drenched down into the ground with water.

### Tee Business Status Makes Pros Study Prices

ONE OF THE pro business developments of 1931 that threatens lasting injury to a neat bit of pro profits was the retail price attack on patented tees. With slightly over 93,000,000 rounds of golf played during the year and a tee production estimated at 100,000,000, the manufacturers were caught knee-deep in tees and shoved them out on the market at liquidation prices. The situation was thrown out of control by so many of the tee makers being newcomers to the field and having as main assets a small investment in automatic woodworking machinery and hope of escaping patent infringement suits.

The damage done by the hit-and-run club manufacturers was repeated in the tee field. The pros at the 18-hole clubs average about \$200 a year profit on tees. The direct profit is only part of the tee advantage, as the boys have found that tee requirements bring into the shops a lot of people who are subjected to the buying attraction of other well-displayed merchandise.

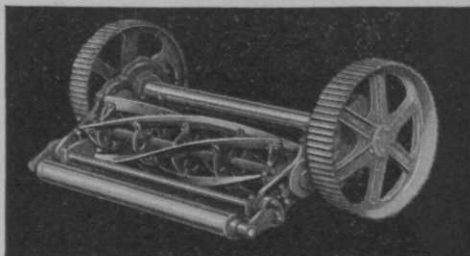
Tees of the leading manufacturers have been selling for 25c a box, with no one getting rich on the deal and none of the customers complaining. Part of the tee sales income went for some effective advertising that had the direct result of speeding the general adoption of the patented tees with a consequent saving of thousands of dollars to golf courses in the elimination of sandbox maintenance. Considerable adver-

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tising, done by the originators of the patented tees, has gone to building up the pro shop as a retail outlet for golf goods.

With the transient makers of tees throwing overboard their stocks at cut prices the pro is liable to be stamped into a price-breaking action that will ring down the curtain on pro shop sales and profits in tees. Stocks of liquidating manufacturers' tees have been available as low as \$3.75 a gross, and with the retail price of well-known tees established at \$36 a gross, retailers of the unbranded and unknown goods have about a 1,000 per cent margin inviting them to cut into the pros' tee business. The pros had a sour taste of what this means when they had the 5-and-10-cent stores selling packages of a popular tee for a dime. The tees had been secured in quantity and package by the stores. The pros put up such a howl that the manufacture of the tee being featured went to the expense of securing an injunction against his product being sold at the cut price. After that experience with the tee business getting away it would seem like the pros would make some effort to sell tees at a price allowing everyone to make some money and assuring protection of their market.

The situation is one of the many complexities that the pros have to solve during the coming year, and from the way the line-up looks today they will not arrive at a solution by promoting the collapse of a price position that now lets them make a fair profit and gives the player the utility and convenience of a pro shop supply at a low price.

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