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### HOTEL

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## PGA National Slated for Milwaukee in August

**A**RRANGEMENTS are practically completed for holding the PGA national championship at the Blue Mound CC, Milwaukee, Wis., with the date tentatively set for the week of August 8 to 13. This is the week before the Canadian Open.

R. W. (Doc) Treacy, secretary of the PGA and pro at the Woodmont CC (Milwaukee district) and C. B. Johnson, formerly secretary of the National Association of Golf Club Manufacturers, are handling the financial arrangements for the affair in association with members of the Milwaukee Association of Commerce.

Beer money is being laid on the line in getting the guarantee together, as the beverage that made Milwaukee famous is profiting plenty from the thirsts that blossom around golf clubs.

## Golf Goods Price Picture Groups Pros and Makers

**S**OME slants that should make pros think before they blindly worship the cheap price idol as their deliverer, appear in recent business literature.

Department store average cost of doing business has increased from 28% to 34%, according to a statement in *Tide*. Therefore the main hope of these stores, in doing business on a price basis to beat out pros, lies in quantity buying.

But, on the quantity basis the manufacturers frequently take a licking, as one notes from the remarks made by W. M. McCormick in *Sales Management*. He says:

"Less than a year ago some large buyers offered orders for about \$85,000 worth of our goods, and we quoted very low prices. Three other manufacturers quoted against us and we let them have the orders rather than reduce our prices to a level unproductive—considering quality of goods we manufacture. Now two of those competitors are out of business and their failure is directly the result of paying too high a premium for volume orders. \* \* \*

"Still the clamor continues for lower prices; but I think it is time for manufacturers in all lines to take a stand, price their goods on basis of cost with fair profit and then depend on their selling ability and merchandising, rather than price, to get their share of business. Experience of the past two years proves conclusively that failure lies in any other direction."

The pros' competitors have seen that

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