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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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low prices fail to take away the big volume of pro business. Some business went on the price basis. It always will. But the pro with his limited market must be interested in net profit and not the impossibly big volume that might justify price slashes.

Quite obviously the present conditions in golf goods merchandising call for close harmony between pros and manufacturers in selling at prices that are fair to the players and to the pros and manufacturers as well.

Unwarranted price cuts mean the player must pay in the long run as the surviving manufacturers will have to make up their losses some day.

**PERSONNEL** of the Tournament committee of the PGA has been enlarged to include some of the prominent tournament players. The committee, which has James Wilson of Ravisloe C. C., Homewood, Ill., as chairman, includes Paul Runyan, Al Espinosa, Leo Diegel, George B. Smith, John Farrell and R. W. Treacy.

**LEWIS WINS BALL WASHER INFRINGEMENT CASE**

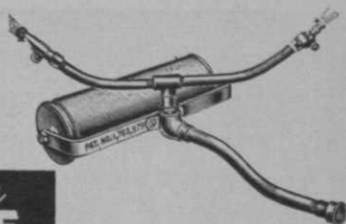
Watertown, Wis.—There having been no appeal since the G. B. Lewis Co. won its infringement case against Fehrenschild-Minkler Co. of Los Angeles last April, the G. B. Lewis Co. of Watertown will be free to conduct its ball washer business without annoyance and delay caused by infringement of its basic patent.

The case was won in the United States District Court, Southern District of California, Southern Division, April 8 last, at which time a writ of injunction was also issued against the Fehrenschild-Minkler Co. restraining them from further manufacture of their washer that infringed the Mollart patent the Lewis company controls.

The Lewis company has spent considerable time and money in developing and protecting its ball washer and is vigorously protecting its position.

**GOLF COURSE EQUIPMENT TAKES LARGER QUARTERS**

Chicago, Ill.—Golf Course Equipment Co., headquarters for Toro golf course maintenance equipment in the Chicago district, have the welcome mat out at their new address, 4532-34 N. Clark street. More space at the new location provides for more complete display of the Toro line and an up-to-the-minute service department. Ed Strid, Johnny Dee, Bob Andrews and H. A. Christiansen comprise the jolly crew. The phone number hasn't been changed—Longbeach 4819.



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