



Chart 2—Use this chart as a guide when placing orders this fall for first-of-the-month deliveries of golf equipment and wearing apparel for 1934. It shows what per cent of your total annual sales you can expect each month.

with the same consideration as those who buy from him, because the man who buys a bargain "down town" has more regret regarding his purchase than the professional has regarding his loss of commission. And that player is always back in the shop again for his next requirements.

The professional who spends more time in working in his shop than he does in playing on his course will not overlook the opportunities of inter-member tournaments, locker room alley contests, birthdays of members of certain cliques, bridge prizes for clubhouse players, tournament trophies and Christmas trade—all of which are opportunities to increase profit.

Neither will he overlook the opportunity of carrying cheap balls and clubs, not for sale to good players, but merely as examples of the construction of such equipment and the fact that he can supply this class of merchandise at "down town" prices providing his players are willing to hazard a good game of golf to false economy.

## Golf Seed Prices Due for Sharp Increase

**C**OMPARISON of reports from leading suppliers of golf course seed indicates probability of increase in prices next spring, with one prominent factor stating that an increase is probable for the fall.

Golf clubs have confessed need for considerable seed to repair neglect of last few years, but await firmer financial conditions before buying. Observers believe

that when the buying does begin it will come with a rush.

Seed prices generally were at their lowest for many years this spring and have moved upward slightly. When the "New Deal" policies were set into operation, people who had money and believed seed prices were to mount sharply, bought rather heavily. Prices dropped off after this splurge leaving seed held by those who will hold rather than take a loss.

Small harvest, especially of the bent grasses, have made the market prices firm, but there is no buying demand at present. There is no bent surplus on the market to depress the price as there was during the previous two years.

A fair supply of Kentucky bluegrass and fancy redtop is on the market, both new crop and carry-over. However, both of these grasses are holding up in price. Kentucky bluegrass is generally conceded to be strongly held.

Government plan for withdrawal of several million acres from cultivation next spring is expected to effect grass seed market, as farmers may put considerable of this acreage to grasses.

Chewing's fescue and other imported grasses naturally have advanced in price by reason of the difference in exchange.

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## GREENKEEPERS HAVE EARNED GOLF'S TRIBUTE

By John MacGregor

President, National Association of Greenkeepers of America

Greenkeepers can pride themselves that their profession has made greater progress during the four years of the depression than during any other period in golf history.

We have had to seek out and command thriftily every resource of science. We have had to exercise every ingenuity of labor management to maintain our courses to the high standard we have taught our players to expect from American greenkeeping.

In the last four years we have learned that we can do what we used to think was impossible. This spur of necessity has been painful, but it has driven us ahead.

I believe that American golfers are beginning to appreciate the achievement of American greenkeepers in preserving and even advancing the fine condition of golf courses despite severest handicaps of weather, turf pests and diseases, and money shortage.

I am confident that when better times return the greenkeeper will receive the substantial recognition that generally has not been his reward in the past.

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