

The cheapest part of golf is GOLF

Your expenses to and from the club—the clothes you wear playing golf—the drinks you drink—the orchestra for your Saturday night parties—the luncheon and dinner you eat at the club all cost you more than the actual cost of your golf.

And, if you're financially able to belong to the club you've joined, you don't kick. You're getting your money's worth in enjoyment.

The clubs, the balls, the bags, the course maintenance equipment—all essential to golf—are but a minor part of the money spent annually for "golf".

One reason the actual golf expense is so amazingly low is that for some mysterious reason the prices of essentially golf material have lagged far behind prices in other markets.

And to deepen the mystery, consider fairway mowers, for which, a decade ago, five years was considered an average efficient life by the clubs. Today the clubs push the average service life to seven or more years, an unreasonably long period in view of constant wear, obsolescence and cost of low speed operation;

... or consider the standard brand 1936 golf balls with a service life practically double the 1928 golf ball;

... or consider the golf clubs in racks at representative pro shops which average more than 5 years old, notwithstanding the innumerable score-reducing im-

provements in shafts, heads and grips made by leading manufacturers during the past five years.

When you consider what the golf manufacturers have given without asking price increases even modestly in ratio to the sharp increases in their raw materials, labor, taxes, etc., you as a good businessman must wonder how long present prices in the golf market can last.

That answer is easy.

Present prices cannot last. If you can possibly do so, order today for tomorrow's needs and duck the inevitable increases.

There are more rounds of drinks bought at golf clubs than there are rounds of golf played. No one kicks about that. If the members want good liquor, the manager supplies them. They have to pay for it.

If the members want good golf, they'll have to pay for good golf, too.

Golf must be a good business for the golf manufacturers, or it won't be a good game for your members.

And without inevitable, overdue increases in the prices of golf playing and courses maintenance equipment golf will be no business at all. So reconcile yourselves to golf price-increases. Golf has to be a business for some people. It hasn't been much fun for them for the past seven years.

(The costs of printing this advertisement are the highest in GOLF-DOM'S history. Business in general is much better because prices generally are much better—except at present in the golf business.)