

this on women's clubs and women's golfing accessories or find themselves losing business to the department stores that long ago learned how essential price marking is in getting business from the woman shopper.

Some of the wise laddies are figuring that 1931 will be a tremendous year in ball volume at all prices, due to the advertising push that will be put behind 50-cent balls. They figure that the fellow who has been playing his higher priced ball two or three rounds will reduce his times of play with the more expensive ball and play with the 50-cent ball in between. Then, they also figure, that the fellow who is addicted to the 50-cent ball will go gold-coast for the higher priced ball every once in a while. Without it being generally realized, these students of the situation maintain, people are playing golf balls too long and the expected popularity of the 50-cent ball this year very possibly will remove this handicap. With daily-fee and public golf one of the least expensive forms of amusement and lots of fellows having plenty of time on their hands, golf is all set for a new high record in play this year, but the players will be thinking of the costs.

### Thrift in the Private Clubs

One of the very bright and successful pro merchants, who is located at a leading southern club recently told GOLFDOM of a plan it is considering. This pro selling star said:

"The 'inside discount' racket has been hitting me as some of my members are being offered clubs at a cut. The idea struck me that instead of going into the discount business (which I am dead set against) I would approach a prospect and tell him that instead of worrying about the disposal of his old clubs I would allow him so much for them and take them off his hands. Even if I had to throw them out to the caddies I would still be some ahead, but most of these clubs could be used as rental sets or reconditioned and sold to young fellows or public course players. In the case of rental sets at my club these trade-ins, in the long run, probably would pay double what I allowed for them.

"I do know that when things in a lot of lines are tight and people are thinking twice about spending money, it is going to be a job selling \$90 and \$100 sets unless they are sold on installments. The pros are going to have to watch their step and

do some fast thinking. The trade-in argument is much better than any discount concession, for fighting the devil with discount lays the pro open so his members expect a discount on everything.

"I am going over the club-cleaning sets and pick out the members who ought to be ready for new clubs. Then I'll either write or talk to that member, telling him how much I will allow him for his old set.

"This trade-in proposition is not advisable unless the pro has a good market for the used clubs; it has to be handled with care. Automobile makers found out their wild and woolly trade-ins got their business in a jam, and I don't intend to use the idea to the point that it will get me into a similar predicament."

### Jersey Greenkeeper Hailed as Emissary by Britons

EDWARD STROUD, greenkeeper at Laurence Brook C. C. and second v. p. of the New Jersey Greenkeepers' association, was the guest of honor at a dinner given by the Greenkeepers' Association of Great Britain, held at the London Stone hotel, Jan. 14.

F. G. Hawtree, v. p. of the British organization, introduced Stroud as bearing greetings from the association's American confreres. Toasts were exchanged and the British association's secretary was instructed to formally reciprocate the message Stroud brought them from the New Jersey organization. The American representative spoke on the work of the American greenkeeping organizations and on the status of the golf course superintendent in the United States. The Britons pronounced the address so informative that the hope was expressed other American golf course superintendents visiting England would make it a point to attend the British Greenkeepers' meetings.

Stroud was taken to Croydon by W. H. Smithers, sec. of the British Greenkeepers' association, and to other courses by various members of the host organization, and found a number of construction and maintenance work of value to American practice. The hospitality and practical value of his visit, due to the efforts of the British greenkeepers, suggests a formal recognition, by greenkeeper organizations, of the usefulness of interchange of interest and courtesies.