

Other speakers at the banquet were Robt. Hayes, chairman of the entertainment committee; Cornelius S. Lee, of the USGA executive committee; John Anderson, president of the N. J. Greenkeepers' assn.; Stacey Bender, president, Metropolitan G. A.; Fred Burkhardt, chairman, golf show committee; R. J. Arnott, of the N. J. State Golf assn.; W. J. Sansom, president, Toronto Greenkeepers' assn.; and Eugene L. Larkin, the Westchester County Golf assn.

Morley Re-elected Head

Col. John Morley again was elected president of the association. The association is John's baby and he has done a marvelous job of nursing it into lusty youth. Green-keeping owes this wiry little veteran a debt that isn't generally recognized. Night after night he stays up writing letters to advance the cause and handle the problems of the organization and that's no welcome task after a day's labor out on the pasture. Fred Burkhardt, pilot of the shows and treasurer of the association also was returned to his spot in the front line trenches with the additional duty of secretary. John Quail, the retiring secretary, was given a testimonial for the able work he has done for the group since the national association was formed.

Chicago won the 1933 convention. The breezy burg gave a demonstration of what type of foresighted and active greenkeepers center around that spot by showing its two reel motion picture film, "Divots from A Greenkeeper's Day," during the convention. The Midwest association, which paid for the film and directed it, was heartily congratulated on its effort to get the golfers acquainted with the vital work the greenkeepers are doing. With almost 600 men spending several days at New York for the good of golf and then only telling each other about what they're doing to advance the game and reduce its cost, it looks like the boys have neglected a job of story-telling to do that's about as important as turf culture when pay day comes around.

Women's Golf Ball Appears as 1932 Sales Magnet

DESPITE the sales drop in 1931, club sales to women grew with most manufacturers and certainly with the pros who featured women's clubs and made a strong play for this business. Lessons to women continued to run from 65 per cent to 80 per cent of the average pro's instruction calendar. But, none of the folks pick-

ed up the idea of a golf ball especially for women.

This year it's going to be different. The U. S. Rubber Co. has announced a Queen Royal and is planning to put on a big push through the pro shops for women's business on this special product. The ball is USGA standard, measuring 1.68 in diameter and weighing about 1/10 oz. less than the men's new standard ball of 1.62 oz. The slight difference is to enable the women to get the ball up off the ground better, which a number of pros have advised the United States people is the main difficulty most women have in hitting. The ball is U. S. Royal construction.

One of the smart stunts in dressing the new proposition for the market is a package of 6 balls that is a nifty looking container and something women probably will keep for trinkets. The ball comes in mesh and recess marking and with colored or plain dots. Retail price is to be \$4 for a box of 6. Pro price per dozen will be same as that of the U. S. Royal.

The ball made its test appearance as a mystery pill during the latter part of last season after getting a laboratory O. K. Women went for it. The U. S. folks figure it is a smart stunt in tying the pros closer to the continuous rapid growth of women's golf before the girls get going to the stores and buying a dozen golf balls along with something else for \$2.98 and being permanently kept out of the pros' cash register corral by acquiring bad habits at this early stage.

GOLFDOM, continuously hammering at this affair of women's sales, is glad to see the ball makers taking a view of the feminine market; it will help the pros to keep command of the ground floor. This book is telling the pros again right now to climb abroad this women's market. The way the figures have read for the last 4 years, it is almost a certainty that there will be more women than men playing golf within the next decade.

In the lines of the leading manufacturers some grand clubs for women are now available. They deserve pro featuring in 1932. The only criticism we've heard against any of these leading brand clubs for women is a comment made recently by the veteran Jack Mackie. Jack is the mentor of Helen Hicks, reigning princess of the meadows. He is of the opinion that many of the clubs are shafted too stiffly for the average woman player although they're great for the powerful low-handicap darlings.