

are getting together here in a sort of General Congress of the Industry each year, swapping ideas, is a hopeful sign.

(2) We should be willing at all times to exchange information of value.

(3) We should try to improve the standards of business conduct; for instance, in such matters as price discrimination.

(4) Manufacturers and distributors alike should live up to the Trade Practice Code adopted by the Federal Trade Commission for our industry, and any violations should be promptly reported to the committee on appeals.

(5) An intelligent survey of the market and its possibilities could be made by a simple and co-operative effort on the part of the distributors' association and the various manufacturers' groups.

President Elliott of the association told something that will make the pros realize they were not alone with their 1931 troubles when he said:

It seems to me there is such a thing as a sport becoming too popular. In 1931 the sporting goods distributor found himself somewhat in the position of the famous "Light Brigade." Instead of cannon to the right of him, etc., it was golf clubs in the stores on both sides of him, golf clubs in the stores across the street from him, golf clubs in the corner drug stores. However, in spite of its many channels, I feel that the sporting goods distributor who sticks to high-grade golf equipment from standard factories will continue to get at least the most desirable part of the golf business.

It is obvious from these remarks that the stores have found that the pro position, based on quality merchandise rather than dirt-cheap prices, is the soundest merchandising status.

H. Boardman Spalding, vice-president of Spaldings, also confirmed this attitude toward quality and not price being the salvation of dealers' and manufacturers' profits. He pointed out that "any temporary competitive advantage secured by a lower price is not likely to last very long." Mr. Spalding showed how the vicious cycle of price cutting ruined business to a degree absolutely fatal to the profits of all concerned. He vigorously condemned price discrimination, referring to it as "the greatest harm that is done to the industry." He mentioned price discrimination as being contrary to the policy embodied in the federal laws.

After mentioning how price discrimination on college and school athletic equip-

ment destroys possibility of profitable distribution of this merchandise, he went after the situation in the golf field. In his remarks, which I quote verbatim, there is great hope that the sporting goods manufacturers are aware of the advantage of reducing the present wide spread between goods sold to pros and to department stores and other large outlets. Mr. Spalding said:

"Now, if we turn to golf and tennis, a different condition prevails. Here the buyers are individuals and the retail price becomes therefore the price of prime importance. I don't think this distinction has been clearly recognized and there exists a tendency to set up margins between the retail price and the manufacturer's price to distributors equal to the margins on team equipment. Such margins are too large and unjustified and are a direct invitation to price cutting."

Those are some of the meeting's high-spots of pro interest and I believe it will do all of us in pro ranks to plan our 1932 merchandising with the previously quoted references frequently in mind.

It is worthy of mention that the speakers' dais at the convention was flanked by two signs; one about National Baseball Week, and the other about National Golf Week, which the dealers schedule May 1-7 as the time of their initial sales drive. It is a reminder to us that we don't want to be caught asleep while the dealers are firing their big guns on the golf business.

All-Sports Record Book Is Club Library Essential

NOW AVAILABLE in a 1932 edition is the *All-Sports Record Book*, compiled and edited by Frank G. Menke, noted veteran sports authority. The price is \$1. Publisher is All-Sports Record Book, 235 E. 45th st., New York City. This book has histories and records of around 100 sports, with the Olympic Games records being especially timely and complete this year.

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