

considerable pro sales expansion is plainly indicated by this figure.

The survey asked pros and other dealers whether they felt there would be a swing back to hickory with 87% of the pros and 89% of the dealers replying negatively.

On golf balls, as in the case of woods and irons, the pro shop carried a larger variety, as compared with store extent of stock. More than 20% of the stores handled only 1 brand of ball. More than 25% of the stores handled only 2 brands of balls, while only 4% of the pros handled as few as 2 brands. Number of makes carried by percentages of pros interviewed: 3 brands, 18%; 4 brands, 18%; 5 brands, 22%; 6 brands, 18%. In stores, 3 brands were carried by 23%, 4 by 11%, and 5 by 16%. About 70% of the pros said that the buying trend was for the 75c ball, but only 32% of the stores declared for this price of ball. One-fourth of the stores said the trend was for a 50c ball and the same number of stores were for 3 for \$1.00 balls.

### Women's and Junior Play Greater

Substantial increases in women's play over 1930 was reported in the majority of cases. Eighteen per cent of the daily-fee courses said women's play in 1931 was 75% greater than in 1930. The average increase at the private clubs was around 25%. Women's play at the municipal courses was reported as being about the same as in 1930. Approximately the same figures prevailed on junior play. Seventy per cent of all the outlets reported an increase in women's club business, but only 9% reported an increase in juniors' club business over 1930, showing there still is a big market among the kids.

One of the discoveries of the Curtis survey was that 73% of the pros in the districts covered were under 40 years of age.

It will be surprising to many of the pros to learn that while 79% of the pros said golf ball sales represented 50% or more of their total volume, 85% of the other outlets said balls were less than 50% of their volume. This seems to indicate that despite stiff cut-price competition, the convenience of the pro-shop remains the strongest element in ball selling.

Stores that had an increase in golf goods sales during 1931 attributed most of the increase to more interest in golf. Sales push and special prices came second. In the cases of decreases in 1931 sales, 25% of the stores and 13% of the pros blamed "greater and more unfair competition."

Cut price was rated as "hardest competition" by 55% of the stores and only 22% of the pros, showing the pro that reducing his prices is not the answer to his merchandising problems. Wholesale selling to customers, "gyp" stores and purchasing departments of large corporations were prominent in this "hardest competition."

Players reporting on why they bought clubs said "pro's advice" in 22% of the cases at private clubs and 5% of the cases at fee and public courses. Those reporting the places where they usually bought clubs said "from pro" 57% of the times at the private courses. At the fee and public courses 52% of the clubs were bought from sporting goods stores and 17% from pros, the rest of the purchases being made from other outlets. Private club players bought balls from the pros 67% of the time, and from the sporting goods stores in 14% of the cases. Pro ball sales were 28% at the fee and public courses, and sporting goods store ball sales at these courses, 27%. Rest of the balls were bought from other sources.

### "No Caddies for Cash" Is Hoosier Club Policy

**M**ERIDIAN HILLS C. C., Indianapolis, will not permit members to pay caddies in cash. Not only does this prevent caddies making excessive charges, but club and member are protected against suit.

Members are advised of this policy by cards on which appears:

*The Club Will Not Furnish Caddies for Cash! You must sign charge tickets.*

*Why? Because of Insurance. These service charges must get on our books to protect members and club.*

*If you pay your caddie cash, and later he claims injury, neither you nor the club is protected. Yet the club is liable. One such instance cost an Indianapolis club \$2,500.00 last year.*

*Therefore, the club insists that you sign tickets. Otherwise no caddie.*

*Thanks for your co-operation.*

**H**ERE IS something to cheer up pros who are worried about cut-throat price competition: B. H. Weiss of Gimble Bros., big merchants, says, "Nobody ever won a price war."