

tion one-fourth the number of rounds the 75c ball stays in good condition.

On the basis of those tests, the customer is away ahead financially, barring loss of the ball, if he buys the 75-cent product. So the pro is not strong-arming the customer when he pushes 75-cent ball sales, providing he does so without scaring the trade that hasn't got the dough. If a customer wants steak and hasn't got much jack, he will have to eat hamburger.

The other angle is that 3-for-\$1 hike in sales last year. It was enough to warn the boys that while their main play is to protect their 75-cent ball market, they don't want to be blind to a price range that lets the customer know the pro can take care of them. Drug stores and department stores gave the 3-for-\$1 plenty of push last year and it was surprising how well this priced ball sold in pro shops at a number of top grade clubs. Some pros report they sold almost as many 3-for-\$1 balls in dollar and cents volume to certain players as these players used to spend for 75-cent balls, but these cases are few and far between.

In the news, the other day, that one of the most astute of the department store sporting goods buyers had gone over as sporting goods buyer with one of the big drug chains, there seems to be a threat that there will be hell to pay in cheap ball retail competition this year. That guy is smart. His chain is big and they murder prices although the expert who "shops" their stuff and compares prices often sees that their offerings are excelled by standard brand merchandise at the same price. The pro isn't the one who has to fear this promised increase in competition. That will just cut the downtown buying up into smaller hunks and while the downtown boys fight it out among themselves the pros should be working wisely and persistently as sales missionaries among the folks who come out and play their courses.

Possibly one of the brightest indications that the pros either have the inside track on whatever good business is available or are improving as merchandisers comes from comparing the ball price class percentages of total volume in 1932 with the 1934 figures. The 1934 figures are given earlier in this article. In 1932, sales by classes were:

75c balls	49%
50c balls	19%
3-for-\$1 balls	12%
25c balls	20%

Therefore it looks like the pros increased their percentage of business (represented by the 75-cent ball class) 7% while the entire volume of ball business slumped off more than 35% in 1934 as compared with 1932.

So brethren, the box score doesn't show you up as dummies. Maybe you really are as good as we have been proclaiming. Well, if you can hike your percentage standings this year in the price classes where you can make some real dough and the customer gets a fine break you stake a firm claim to being the master minds and controlling powers of golf goods merchandising. If ball business in 1935 comes back even to the 1932 figure and the pros keep that 75-cent ball sales percentage of theirs up to 56% it will mean \$336,000 more pro profit than there was in 1934, or about \$100 profit average per pro retail ball outlet. And one part of all this figuring you can't deny is that \$100 is \$100.

Big Attendance Expected at Massachusetts Conference

ANUAL recreation conference and exhibit of the Massachusetts State college is to be held at Amherst, March 15-17. Success of the initial event last year was such that this year's sessions should be very well attended.

A main feature of this three-day session will be the annual Greenkeeping conference. This affair winds up the famous annual short course in greenkeeping conducted at MSC under the direction of Prof. Lawrence S. Dickinson. The exhibition of greenkeeping equipment and students' work together with a number of other sports equipment exhibits again will be held in the institution's large indoor athletic field. An increase over last year in the number of exhibits will be permitted by the college authorities and available space has been in keen demand.

Taking prominent parts in the conference are New England Greenkeepers assn., Massachusetts GA and the New England PGA.

Last year's conference proved to be of great benefit to golf club operating officials in view of the definite trend toward extending the field of country club sports facilities. It was brought out that the recreation business is New England's second biggest industry. The country club operating men got close-ups on general athletic policies and heard authorities in various fields of sport tell of the problems and possibilities of their particular sports.