

turns and club managers find themselves scheduled to study departments of the Waldorf, a hotel that a few years ago was in hock far deeper than country clubs but which worked its way out by leaving the problem in the hands of competent men.

Reports of officials and sectional chapters of the association will take up Tuesday afternoon. Lucius Boomer and Oscar of the Waldorf executive force will address the managers. A. O. Eberhart, former governor of Minnesota, will speak.

As usual the entertainment program of the convention, which in itself is an educational feature, will be crowded into the late afternoons and evenings.

William Norcross will preside as general chairman of the convention.

The usual fare-and-a-third round trip arrangements have been made with the railroads. Certificates may be obtained when purchasing railroad tickets.

### Sports Good Dealers to Have Two Meetings in January

**T**WO camps of sporting goods dealers will have association meetings in January as a result of a split on the policy of holding convention exhibits. The original body, National Sporting Goods Distributors' Assn., will meet at Hotel Carter, Cleveland, Jan. 19 and 20. A merchandising clinic will be held, but no exhibits. Features of this program expected to be a wrestle with price-cutting problems and a report on athletic market development.

Newer organization is American Sporting Goods Assn., with its convention and exhibits to be staged at Hotel Sherman, Chicago, Jan. 26 to Feb. 1. Store problems will be focus of this association.

On neither association program have pros a place, although the pro's part in sport goods retailing is conspicuous.

### GOLF'S MARKET PLACE

ARTHUR D. PETERSON, 420 LEXINGTON AVE., NEW YORK CITY, is moving into larger quarters at the same address. Pete's outfit also is enlarging its personnel and territory to cover more of the golf course maintenance field with the extension line of equipment and supplies shown in the new Peterson catalog.

All records for past five years in volume of fall bookings for spring delivery have been broken during the past three



This handsome display case will be furnished pro-shops this season by Wilson to boost ball sales.

months according to manufacturers of golf equipment in the LYTTON BUILDING, 14 E. Jackson Blvd., Chicago. Sales increases ranging from 35 to 60% over the same period last year are shown by the various companies.

Greatest increase was shown by the Kroyden Co., with a 55% jump. According to J. B. Carnell, Chicago district manager, every item from balls to bags, has been included in the heavy advance buying. The conviction that golfers are again in the mood to buy the highest quality equipment has prompted his company to put on the market a new club selling for \$17.50, Carnell said. Orders for it began arriving shortly after it had been announced.

N. B. Cook, manager of the local office of the Burke Golf Co., in reporting an increase of more than 35% stated that sales of golf bags have been greater than at any other time in the past decade. The reason, Cook believes, is that players who have gone along with their old ones for years, now with more money in their pockets, have decided to replace the shabby old equipment. Burke offices in all parts of the country report similar sales increases, Cook said.

KENNETH L. BURGETT, PEORIA, ILL., who for several years has been partner and general manager in the Harley O. Potter Co., makers of Glovette golf gloves and leather club-caps, has acquired control of the Potter Co., which now is called The K. L. Burgett Co.

Al Link of LINK, LYON, INC., NASHVILLE, TENN., makers of MacSmith clubs, reports lively buying activity of pros on higher price clubs. Link says numerous wise pro merchants are going