

cents. On top of this, there is thought to be some kind of magic in a price tag that carries a final figure, 9.

Tests show a higher priced article will outsell a lower priced one even if they are identical and placed side by side on a counter. For example, if you were to display two putters of identical brand and quality side by side, pricing one at \$5 and the other at \$3.95, odds are the higher priced club will sell first. What's more, market researchers say this will happen even if you, or an employee of your pro shop, stands behind the counter and explains there is absolutely no difference between the two putters.

Moving out of the supermarket, the market men have found that buyers largely seek their counterparts in the cigarettes and automobiles they purchase. Dynamic fellows, it is claimed, prefer stronger

brands of cigarettes and more powerful cars than Caspar Milquetoast types. Perhaps these are points the pro should keep in mind when he is fitting a member for a new set of clubs or selling him golf or wearing apparel.

The whole subject of buying psychology is one the pro can profitably indulge in.

College Tournaments

May will be a busy month for collegiate golfers. The Southern Conference tournament is scheduled for Danville, Va. on the 4th and 5th; the Atlantic Coast conference will hold its annual meet on the 11th and 12th while the Western Conference championship is carded for the 25th and 26th in Evanston, Ill. The NCAA tournament will be held on the Ohio State course, Columbus, June 24-30.

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