PRO SHOP CANVASS:
WHAT'S IN STOCK FOR 1973?

Equipment innovations lead professionals across the nation to predict a boom year in '73. Doubleknits dominate soft goods sales; the classic look coming on strong.

WEST

by DON CURLEE

SAN FRANCISCO—Golf professionals in Northern California are investing in investment casting, the current rage in iron manufacturing, and expecting it to build even greater interest in clubs in 1973 and greater sales and profits for them. As one professional says, "Any manufacturer who comes out with a funny looking iron this year can't miss."

They also expect to continue riding the wave of buying interest driven by the winds of change in ball manufacture—new dimple shapes and patterns, new covers and new construction.

In soft goods the agreement is not as complete, but generally they are planning to increase their stocks, banking on a trend toward a more classic look in men's golf attire, continued colorful touches for both men and women and a greater emphasis on color coordination between tops and bottoms of golf outfits.

Although every professional has his favorite line of higher-priced golf shoes, not one failed to mention the popularity of the waterproof shoe and its significance in his merchandising plans for 1973. Because as one says, "They make a heck of a second pair of shoes," the bone-drys are not considered threats to the sale of traditionally higher-priced footwear.

Only in the area of golf bags do professionals fail to express enthusiasm, although the replacement of stays with a liner by a couple of manufacturers was mentioned as a notable sales point.

The professional at one large private club in San Francisco says that he expects greater sales because of the emphasis on heel-to-toe balance and other features in the parade of irons with the new-old look.

He is particularly impressed with the potential of the soft goods market and is just beginning a golf shop remodeling that will result in 400-square feet of additional space. Part of it will be a separate department for women's wear, distinguished from the rest of the shop by a step up and its own bright decor.

The women are not the only ones on a pedestal at his club, however, for he will offer street continued on page 46

CENTRAL

by JOE DOAN

CHICAGO—Professionals here are looking ahead to the 1973 season as potentially the best many have ever experienced, but still they are not doing it with what can be called freewheeling confidence. All the favorable ingredients for a boom year are present—rising consumer spending, a definite upturn in the general economic picture, as of early January a surging stock market, a relaxed and euphoric feeling among members and players—but once flooded out, as so many professionals were in 1972, everything that is said about the outlook for the new year is prefaced with allusions to the weather.

No really radical changes in golfwear styles are in evidence for the new season. Women's pants suits and culottes will continue as top sellers; it is expected that shorts may make a fairly substantial comeback; matching sweaters and tops, casual evening wear and similar items will sell as well or better than they have in the past. Chicago area professionals, it seems, are either very strong on women's sportswear or no more
WEAR and shoes for men, stocking blazers, sports coats and slacks for the first time.

For both street and course wear he sees men returning to a preference for solid colors, usually in shirts or slacks and sometimes in both. And he expects doubleknits to dominate the market. Because Bermudas and pants are not allowed on the course, most of the women members will be buying culottes, perhaps slightly longer than the past year or two, with bright, but well-coordinated colors setting the pace.

A professional at a large inland public course expects iron to continue their strong sales performance, along with "any of the woods with wide sweet spots."

In balls he is expecting outstanding golfer interest in the new designs.

He also expects a preference for culottes among his women players, with bright colors, but closer coordination, and slightly longer hemlines. In men’s wear he feels professionals are suffering from too much emphasis on “fancy tops and bottoms.” Now, he predicts a return to solid colors for at least one half of the outfit.

Although he sees knits taking 90 per cent of the clothing sales, he plans to stock some cottons for the 100-degree plus summers.

At one of Northern California’s resort-type courses, the professional expects the lost-wax casted clubs to attract most of the sales.

In apparel he expects the polyesters to continue to rule, with polyester-rayon blends and polyester-wool blends making new appearances. He sees no significant style changes, but a slight reversion to more conservative tastes. In other words, “Men’s clothing will look more like men’s clothing,” he says.

He doesn’t see much change in the order of the leaders in ball sales, but acknowledges the boost resulting from the new patterns, covers and construction.

Waterproof shoes account for 90 per cent of his shoe sales, and he finds little market for either men’s or women’s shoes in the $50 range. Early morning dew and heavy irri-
gation make the waterproofs economically practical.

The professional at one Bay Area, 36-hole complex sees soft goods and shoes as the exciting producers of increased profit in his two shops.

His stock of apparel includes street wear, even dress shirts and ties, an outgrowth of fashion consciousness among his members. However, they are showing a preference for solid colors, especially in slacks.

Shoes, which for him includes street shoes, are expected to be dominated by the square-toe styles, with leathers making a strong comeback and permanent-spiked models in good demand.

At one of the Bay Area's major municipal courses, the professional sees the popularity of the casted irons as a substantial sales booster. "Many players have become interested in the irons and when they buy, they order woods to match," he says.

In his market he must compete with at least two downtown discount operations, and he has found the interchangeable weights in one line of clubs gives him a customizing service he can advertise. He also offers several lengths and types of shafts in various flexibilities.

He mentioned one other counter item he expects to move well again in '73, the golf glove with the Velcro fastener.

At one of the smaller private clubs in the Bay Area, the professional has a more conservative attitude. In clubs, for example, he says, "I look for the big sellers in the traditional clubs to stay around; I think the exotics will lose some of their appeal."

He believes the soft goods merchandise will continue to reflect a preference for color, in both men's and women's wear.

For women, he is predicting a comeback by skirts, slightly longer than before, especially for older players. His members are confirmed in their preference for wash-and-wear golf fabrics, but, he adds, "They must be of good quality."

er players. So, one year I sell Brand A in preference to Brand B. But I don't necessarily sell more than my X quota. As I see it, the introduction of new styles doesn't help my immediate business. Over the long run it probably does. A player who might be inclined to keep a set of clubs for three years may trade every two years because he is influenced by the manufacturers' advertising. I profit there. But pros who have been around for a few years don't get overly excited when new style clubs are introduced. They see it as something that promotes a certain amount of brand hopping. It's a kind of a battle among the clubmakers."

This professional makes it plain that he is not disavowing the changes or refinements that are made in clubs every year. Neither do the others. All recognize that manufacturers have to continue their research, continuously strive to come up with new club-making wrinkles or the whole club industry is going to stagnate. The cumulative effect of improvements over a period of several years is considerable. Even the most cynical professional doesn't want to go back to irons and woods that were being manufactured a decade ago.

The same applies to golf balls. New cores, covers, windings and, as has happened this year, larger and fewer dimples, have to be introduced or there is never going to be any improvement in the manufacture of balls. The professional may refuse to get excited by the innovations because usually from year to year they are very subtle, but once again he knows that in the long run the golf ball of this decade is far superior to the golf ball of the last.

Regardless of the degree of enthusiasm with which a professional assesses the merchandise he handles, he can be reasonably sure that if he buys from reputable manufacturers and stocks their top or near-top quality lines, he is going to have something substantial to sell to his customers. Competition among suppliers assures this.

As for 1973, there isn't a professional in the Chicago district who doesn't feel that it has all the potential for an extraordinarily good season, possibly the best that most professionals ever have experienced. Things are back to what they were five years ago, there is a lot of money afoot around the country clubs and, after last year, there should be a huge playing backlog that golfers want to get out of their systems. If the weatherman will go along, things should be about as good as any professional could hope for.

seem to have replaced the ever popular knits, because they are substantially cooler in 80-degree-plus temperatures. However, in the North, cotton lyle has been totally replaced by doubleknits in some pro shops. One professional says that doubleknit sales amounted to 98 per cent of his gross sales for soft goods.

There is a slight trend toward solid colors at clubs with more conservative memberships. "My members will seize any opportunity to buy toned down colors," says a Long Island professional.

Many professionals predict a record year in '73 for women's soft goods. Some have hired women buyers to do nothing but buy for women and one has expanded his shop with a trailer annex to house women's inventory. Professionals have increased women's merchandise by an average of 25 per cent over buying last year.

Waterproof shoes are big sellers in heavily irrigated regions and share popularity with stylish new rain gear, which was a top seller in northern and central Florida this year.

There is considerable weather variation from Miami Beach to Bangor, Maine, and if a professional had a bad year he is certain to be from up north where the climate can be disastrous. Professionals in the Mid-Atlantic states were not unscathed by a 15-month rain pattern, but they seem to have weathered the storm.