



NCR EMPLOYEES OFFICIALLY OPEN NEW COURSES

Louise Suggs, Marlene Bauer, Toney Penna and Jimmy Demaret, play the first official round of the National Cash Register Co. championship South course. The 9th green and the clubhouse are in the background. Some of the thousands of NCR golfers who now are playing the two 18s Dick Wilson designed and built view the shotmaking of the exhibition quartette.

hasn't been in direct proportion to the increase in women's play, except at comparatively few pro shops.

This disparity is a mystery to many pros as they work hard to help women golfers and women's golf committees and enjoy the respect and good will of women golfers. But the sales simply haven't kept pace.

Ball Sales to Women Lag

Ball sales especially haven't gone ahead with women. Pros marvel at the way women on Ladies' Days will tee beat-up balls that would have been in the shag bags of men players rounds before.

In this connection it is interesting to hear the reports of a number of pros who tell that one lower compression tough cover ball branded for women has increased in sales very noticeably this year although it hasn't been pushed. Other manufacturers are considering labeling, packaging and advertising golf balls made for women's play. Years ago U. S. Rubber had the Queen Royal but the market then didn't prove big enough or responsive enough so the ball was retired from the line.

Women's Shop Traffic Low

Pros who have done particularly well in getting women's business say the first job is to get more women's traffic into the shop.

Al Ciuci, Spencer Murphy, Mrs. Orville

Chapin, Mrs. Ed Furgol, Lou Strong, Jerry Glynn, Graham Ross, Pat Markovich and George Lake, among others who have worked up a good percentage of women's business in pro shops, say that when women golfers get into the men golfer's custom of dropping into pro shops to look around the main part of the women's sales problem is solved.

The matters of stocks and displays are less difficult.

Stocking to increase women's business usually calls for attention to wider price ranges, wood sets of two or three clubs and iron sets of five or seven clubs.

What some pros don't seem to realize is that women who score from 95 to 110 are not going to be eager to spend \$140 to \$175 for golf clubs. Their husbands may spend for top grade complete sets for the wives (and that's generally the case of the top grade sales) but the women haven't been educated to see the value.

Pro salesmen often say bluntly that they're surprised that some pros sell as many women's clubs as they do because these pros never display prices on merchandise. Most women golfers are price shoppers. They'll go into a store and see price tags conspicuously on sets of clubs, then buy and bring the clubs back to their own courses where the pros probably had—or could get—something better for the same price but never had gone to the