

satisfactory price and profit status of pro-grade ball business, in any way.

There's another picture in the bag sales report. In 1954 there were 570,140 bags sold; about 27 per cent ahead of the previous year. But the manufacturers' dollar volume in bag sales was \$5,186,849 which was \$30,942 less than in 1953.

This was accounted for by the over-all average price of bags dipping from \$10.53 to \$9.08. Most of the slump was due to the more expensive bags, representing more than 100,000 bag sales, dropping in average from \$24.21 in 1953 to \$19.91 in 1954.

The stores get a larger percentage of higher-priced bag business than they do of top-quality ball business. So here is a situation that calls for the pros taking advantage of a price drop that gives them a good chance to really cut into store business.

Pros Direct the Club Buyers

The club sales figures showed that the pros are the controlling factor.

Club sales increased 300,917 to a total of 4,372,162 clubs reported sold in 1954 by members of the Golf Club Manufacturers' Assn. of which Henry P. Cowen is president.

There were 2,979,746 irons sold last year; 147,813 more than in the previous year.

Woods sales last year were 1,392,416; an increase of 153,104 over 1953.

Why wood sales increase was greater than the increase in irons sales—although only 5,291 more—you'll have to figure out for yourself. Perhaps the sales of 5-woods last year, which were pretty good at a lot of pro shops, partially accounts for the showing of the woods.

In view of the number of beginners it was rather surprising to see that the ratio of a fraction over 2 irons sold per wood club sold was maintained as it has been quite uniformly since the 4 wood clubs and 8 or 9 iron clubs sets became popular.

That ratio was held although the cheapest grades of woods and irons sold in such quantities last year that the average cost of irons (at factory selling prices) dropped from \$5.68 in 1953 to \$5.47, and the average costs of woods dropped from \$7.99 to \$7.51.

However, the pro-grade of woods and irons accounted for the largest sales dollar volume in any of the price classifications. Second best sellers were the cheapest grades. The in-between price ranges, according to reports GOLFDOM got from

quite a number of pros last year, present a good opportunity for pro shop sales—particularly to beginners and women—without cutting into the top quality club sales. The cheapest stuff according to most pros is going to be store business and hasn't enough margin to allow the service pros give with sales.

Furthermore, many pros can do better for the cheap club buyers, and for the pro shop business, by supplying this trade with clubs taken in trade on first class club purchases.

Frisco Pros, Olympic Members, Say Par Will Win Open

Richard J. Smith, chm., Public Information committee of the Olympic Club, says that San Francisco area pros who have played Olympic's Lake course since it was altered for the Open, figure that 280 (par) will win the championship.

Woods are tight at many holes, in some cases fairways are 40 yds. wide and bordered by close rough, additional bunkering by Robert Trent Jones has toughened some holes and tees have been moved back. Greens aren't any too big and are not severely contoured. The boys won't have those downstairs putts with the cups on the third or fourth steps from the bottom.

The course is in superb condition.

Smith says San Francisco fogs aren't bad in June and as the Lake course is well protected from westerly winds, morning fog won't be low enough to delay play.

Ticket for practice round, Monday thru Wednesday, the three days of the Open, and play-off, if any, is \$12. Practice round ticket is \$2 per day, admission for first two days is \$4 per day, and for Saturday \$6. Play-off, if necessary, will be \$4.

Florida Turfgrass Conference at Gainesville, Aug. 9-11

Third annual University of Florida Turfgrass Conference will be held Aug. 9-11 at Gainesville.

The opening session will have authorities telling of new and important advances in turfgrass development and maintenance. The second session will feature management of new grasses for golf.

The third session will be devoted to "troubleshooting in turf." Diagnosis and treatment will be covered on all major phases of turfgrass disorders.