

is the part of the market dominated by the pros.

Others figure the price increase with longer margin to help pros meet increased costs of doing business is just as inevitable in golf as in the automobile business or other industries and probably won't be noticed by 90 per cent of the prospective buyers. The other 10% may require smarter selling.

Pros and golf goods manufacturers, like businessmen in other fields, are caught in an inflationary movement. Material and labor costs are mounting.

The ball price increase was certain to come. Rubber prices have almost doubled, and balata (cover stock) prices have increased decidedly since the present ball prices were set.

Pros looking at the price situation in the same way their members in business have to handle price increases, tell GOLFDOM that 1956 problems will include cautious control of trade-in deals, and closer study and development of sales possibilities among club members or players at pay-play courses.

Comment from professionals in districts where women's play increased decidedly this year was to the effect that to move into the women's golf market strong and get the women playing with new clubs more of a feature should be made of pro-only lines of irons at \$8 and woods at \$10.

Pro Expenses Increase

Pro department operating costs have increased, at some clubs as much as 40 per cent in the past three years, with 20 per cent being the usual figure of the three year increase. Two pros estimated that shop operating costs either had not increased this year over last or had dropped slightly, due to reducing the size of pro shop staffs.

Increased shipping costs were often mentioned as factors in mounting pro shop operating costs.

Income from golf car rental was said to have been a "lifesaver" for pros at numerous clubs this year. The cars promoted play in very hot weather and accounted for revenue offsetting a hot weather slump in shop sales.

Apparel and shoe business has been better in pro shops this year than last, according to pros' reports to GOLFDOM. Great popularity of Bermuda shorts cut into the summer sale of slacks somewhat but spring and late summer slacks sales plus general practice of buying two or three pairs of shorts accounted for an

overall increase in shop revenue from pants.

Women's Bermuda shorts sold very well in pro shops this past summer. Some pros were slow in stocking the women's shorts, due to unfortunate experience with women's golf dress business, but when the pros did get smart shorts on display they sold.

Members Need Information

Among the major problems that pros will face in 1956 is that of getting club officials to inform members of the logical position of the pro department in the private club plan.

It is becoming apparent that many members of private clubs do not realize that pro salaries are nominal and that the service of the pro department is mainly financed by the pro out of his earnings, otherwise the club would have to pay a substantial amount for this essential of good club operation.

Consequently these inexperienced and uninformed members do not understand that patronage of the pro shop is, basically, an obligation of private club membership as well as a convenient and economical service.

GOLFDOM now is consulting with club presidents on this subject and plans to announce, early in 1956, a powerful and attractive educational campaign to remind club members of their cooperative role in pro department operations.

Ryder Cup Team In Challenge Warm-Up

The 1955 Ryder Cup team has been scheduled to compete against a Challenge team in a match at the Midland (Tex.) CC, October 22-23.

The Ryder Cup team consists of Tommy Bolt, Jerry Barber, Jack Burke, Jr., Doug Ford, Marty Furgol, Chick Harbert, Chandler Harper, Ted Kroll, Dr. Cary Middlecoff and Sam Snead. Harbert is playing captain and Lloyd Mangrum has been designated Honorary Captain by the PGA Executive committee.

Jimmy Demaret will captain the Challenge Team.

The Challenge squad, selected by the sponsoring Midland Club and its Tournament Chairman, Fred Hogan, will be composed of Demaret; Billy Maxwell, Bo Winger, Don Cherry, Vic Ghezzi, Mike Souchak, Al Besselink, Fred Hawkins, Byron Nelson, the Texas PGA Champion, and Bob Rosburg as alternate.