

Look for Expansion of  
Big Pro Quality Market

# Manufacturers See Boom Extending Through 1960

*Radiating confidence after totalling the profits for 1959, golf manufacturers and suppliers see 1960 as a year in which practically all the old records will be surpassed. Here is what they say:*

**Ernie Sabayrac, pres., Sabayrac, Inc., Hialeah, Fla.** — The specific time of writing this message is three weeks after selling of our 1960 lines of merchandise to pros began. A most heartening development is taking place.

Apparently pros who had poor 1959 seasons in getting deliveries from their important suppliers are taking steps to protect themselves in 1960. Unquestionably they are distinguishing merchandise between basic high quality items that they have always successfully sold and merchandise bought on a friendly basis from a most likeable salesman whose products did not successfully sell. As a result, the most important lines are being bought in more volume and are being taken into inventory much earlier than were the 1959 lines.

This means that the pros are protecting their own pocketbooks and are realizing the necessity of cooperating with select suppliers.

Most shops in the northern areas are staying open later — at least through the Christmas season. Many northern pros now keep their shops open the year round in spite of the big migration of their members to the warmer climes to play winter golf. These members would much prefer

to buy from their home pros and many do before going away. Therefore, by taking 1960 merchandise into their inventory, whether it is playing equipment or wearing apparel, the pro is being paid off handsomely. This provides him with more or less of a 12-month income.

In my own personal estimation, and certainly in the estimation of other suppliers, it is a most forward step in thinking by the pros.

**Bill Kaiser, vp-sales, pro golf dept., Hillerich & Bradsby Co., Louisville** — I am extremely enthused about the golf business outlook for 1960.

I have travelled extensively recently and find that the game is growing by leaps and bounds on all levels. Since golf is an individual game I feel that it will continue its great growth.

Pres. Eisenhower's being a golfer has done much for the game; so has television. And golf professionals all over the country shouldn't be overlooked for the great contributions they have made. The caliber of golf is improving greatly and more facilities are being made available through the efforts of the National Golf Foundation.

The interest in the many tournaments, pro and amateur, is gratifying to people in the golf business. We stand to realize great benefits from this interest and this competition. Schools, too, will continue to expand their programs and this will bring more and more youngsters into the game. It all adds up to "How Can We Miss!"

**J. M. Kaufman, sales promotion mgr., Toro Manufacturing Corp., Minneapolis** — We have made customer studies at Toro and two very general points are quite obvious:

1. The rising cost of labor;
2. The need for greater mowing capacity in machinery.

Both of these points, of course, contribute to the need of more efficient machinery to combat rising labor costs.

In these two points lies a story that is becoming more obvious to everybody in our business, but as yet it isn't startling news. Where Toro is concerned this is a growing trend that should command the attention of both the manufacturer and his customers.



**E. P. Rankin, vp-general mgr., Ben Hogan Co., Ft. Worth, Tex.** — The pro has become more selective in his buying because he has anticipated strong competition and has prepared himself to meet it.

Many new courses came into being this year. We are desperately in need of many more to take care of the thousands of new golfers. This, I believe, is the key to a very successful 1960 and the years that follow.

If advance orders for spring delivery are a criteria, I will say that 1960 business will be fantastic. We are running 50 per cent ahead of last year. A large number of pros are taking merchandise for Christmas delivery that in other years was deferred until spring. This indicates a truly progressive and aggressive attitude.

The improvement in the credit situation in the last year is clearcut evidence that the professional is a better businessman and his volume is greater than ever before.

**D. B. Batchelor, div. sales mgr., Mallinckrodt Chemical Works, St. Louis** — Kromad, Mallinckrodt's broad-spectrum turf fungicide, has scored big gains in sales during the 1959 season, pointing up the constantly increasing acceptance of the broad-spectrum idea.

The idea of a single turf fungicide to control a number of the major turf diseases has certainly caught on. Kromad's success has placed an important turf maintenance tool in the hands of supts. everywhere, insuring the achievement of their prime objective — excellent, disease-free putting greens.

Mallinckrodt research continues, looking toward expanding the broad-spectrum theory and providing still better turf fungicides.

**Vincent Richards, who was vp of the sports div. of Dunlop Tire & Rubber Corp.,** before he died on Sept. 28th, wrote the following only a few days before his death:

The story of Dunlop in 1959 has borne out our forecasts made for GOLFDOM a year ago. Namely, the pro shop market is not only the quality market, but because of this, will continue to show a sizeable and steady growth in the sale of quality



merchandise throughout the foreseeable future.

We are very proud of our position in this market and the substantial increase in business for 1959 is due, primarily, to our pro shop sales.

We are equally optimistic as to 1960 and recently again found it necessary to increase the production scheduled for the Maxfli ball. With this steady increase in the sale of balls, the Maxfli clubs becoming more widely known and better established in the pro shops, the line of Dunlop/Tuf-horse bags and Dunlop/Wright and Maxdri golf shoes — all showing substantial increases in spring order volume — we have every reason to believe that 1960 will be the best yet.

**Mark Cox, vp-sales, Golfcraft, Inc., Escondido, Calif.** — Each year the golf pros seem to improve their sales and merchandising techniques and this trend continued in 1959. I believe 1960 will see sales of golf equipment and accessories sold through golf shops reach another peak.



Learning from some of the giants in the consumer goods field, the golf professional is capitalizing on many opportunities to increase his sales. Christmas gift packages, Father's Day specials, early season values and other similar items give the alert pro a chance to feature certain equipment and call it to the attention of his customers.

More pro shops are staying open longer each year — some the entire year in areas where golf had formerly been a six-months business. Pro shops are also featuring longer and more extensive lines of equipment and accessories. The golfer knows he or she can purchase fashionable golf clothing as well as personally-fitted golf clubs from the club pro.

**Jack Harkins pres., First Flight Co., Chattanooga, Tenn.** — Professionals' leadership in merchandising of high quality golf goods is plainly indicated by the continued solid growth of pro-only lines. This growth in top grade merchandise has been occurring at the same time that marketing of inferior and low-priced golf goods has been greatly reduced profit-wise.

In Chattanooga several years ago there were eight major stores handling golf

*(Continued on page 86)*

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**Manufacturers Say Golf  
Boom Will Continue**

*(Continued from page 46)*

equipment. Smart merchandising by professionals, featuring pro-only lines, has resulted in the pros now doing about 70 per cent of the golf business of the area and six of the eight stores discontinuing the sale of golf goods, obviously because they couldn't make money in a price-cutting battle on cheap clubs, balls and bags.

Golf marketing in the Chattanooga territory shows professionals in better competitive condition than in other metropolitan districts. As one of the oldest manufacturers with a pro-only policy, we are happy to observe that professionals are making use of the distinctive and strong elements of "pro-only" in extending and protecting their business against astute and aggressive competition. The pro-only trend is destined to be accentuated as professionals observe such histories as that of golf merchandising in Chattanooga.

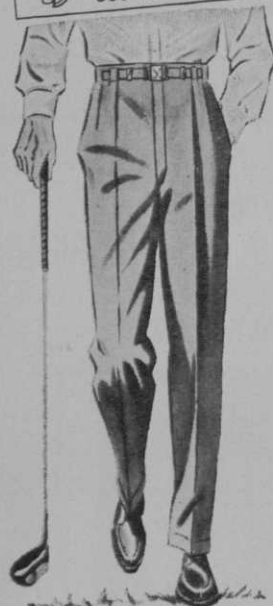
Harry Colburn, vp Wilson Sporting Goods Co., Chicago, Ill. — The manner in which club professionals have maintained their dominating merchandising position in a rapidly growing market is bright evidence of their development as sound business leaders.

Successful and experienced merchandisers in every field are confronted by testing problems of inventory, financing, display and other advertising, sales methods, employee selection and management and the meeting and beating of competition that is inevitably aggressive wherever a market is attractive. Club professionals generally have met these tests and have increased their percentage of the total business. They have achieved this by the smart policies and practices that the best merchants in any field employ. There is no way in which good merchants can be defeated, and no way in which poor merchants of any product can be protected.

That's why we estimate that the steadily rising and realistic standard of pro merchandising will produce a larger percentage of golf business for pros in 1960 than their impressive percentage this year.



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- Many other original fabrics.
- Over 75 shades of Lady Golfer Bermuda shorts.

Several styles are now available for the first time with blouse to match.

Thank you for making 1959 a truly great year. We look forward to an even greater 1960.

Our salesmen are on the road with the new line and are looking forward to visit with you very shortly.

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18 West 20th Street  
NEW YORK 10, N.Y.

**John W. Sproul, mgr., golf ball sales, United States Rubber Co., Providence, R.I.**

—Golf hit a new peak in 1959. It's hardly necessary to recite the facts — new high in courses — more golfers playing more rounds than ever before — golf ball consumption up around 15 per cent and a comparable increase in other playing equipment. But there is one disturbing facet in this otherwise beautiful picture. There just aren't enough courses to go around..



Golf clubs today are becoming the center of community life. That is why the professional is becoming one of the most important persons in the community. He is looked up to not only as a teacher and player but as a leading merchant and a fellow who is helping to shape civic life and affairs. If he accepts responsibility and works with his fellow townsmen toward better community living, he is in a position to promote and sell merchandise to a greater extent than the average merchant. He has a "captive" clientele. He can make his business prosper and grow through the game.

Business forecasts for 1960 are bright. Additional courses will be opened. The pro who sells members and players quality merchandise at a fair profit will prosper next year. Golfers, probably more than any other class, don't flinch at paying top prices if they are fair and the merchandise is right.

It is because of this bright outlook that U. S. Rubber is increasing its staff of famous pros in 1960 — adding men to a star group that includes Venturi, Hawkins, Johnson, Besselink and Collins. It is these great players who test the balls we produce and sell and assure the golfers of this country a quality product.

**Thomas F. Root, vp The Fate-Root-Heath Co., Plymouth, O.** — Building of new courses and reconstruction of courses to correct defects that were painful and obvious during the past summer are certain to make golf business good in 1960 for course equipment manufacturers.

In our particular case, we note that a constantly extended demand for fine condition of golf courses is increasing the demand for our lawnmower sharpeners, bed-knife grinders and lapping machines. More course officials are beginning to agree with

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their superintendents' views that excellent up-to-date maintenance machinery and enough of it are essential to the maintenance of a course that players require, and at costs that show efficiency.

E. L. Parker, pres., A. G. Spalding & Bros., Inc., Chicopee, Mass. — This year's record total of courses and golfers was reflected in a record volume of business done by professional golfers, as we see the picture. There is additional indication of the professional's high standards as a merchant through the continued strong preference of the golfing public for quality merchandise.

Sales of the Dot have been phenomenally large and that is another item of evidence of the professional's outstanding performance in golf marketing.

As we view prospects, the business professional's steady advance in golf equipment business, the increase in courses and the marked growth of women's and juniors' play are going to make 1960 another year of progress in golf sales volume and profits.

Gordon Leslie, mgr., Geneva Works, True Temper Corp., Geneva, O. — We are very optimistic about the golf business for 1960. The current demand for golf

shafts exceeds anything ever experienced.

During the past two years we have shown a modest increase in the manufacture and sale of shafts, but this would indicate only a normal growth that might be expected from year to year. We feel certain the additional facilities made possible by the National Golf Foundation, along with increased interest in golf at existing courses will result in a banner year for the entire industry in 1960.

Wm. Bommer, pres., Acushnet Process Sales Co., New Bedford, Mass — The club professionals are profiting from another demonstration of the wisdom of protecting their mastery of the most desirable part of the golf market. Some parts of the market have suffered seriously from price-cutting battles on golf goods of lower grades. While this has been happening Acushnet balls and Bull's Eye putter sales have been running up new sales records at pro shops which are the only retail outlets for these quality items. Obviously, merchandising of products of highest reputation exclusively by retailers of highest standing is the combination for stable profits in golf. It seems to us that professionals are going to have bigger Christmas gift personalized ball business than ever before.