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That 30-Day Difference

(Continued from page 38)

Midwest — Rain and cold weather kept golfers pretty much indoors in May and sales suffered accordingly. But the pros started to find the way back over the Memorial Day weekend and business either returned to normal or was up slightly over what it had been the year before.

Northwest — Weather was spotty in this sector during May, but where sales were down 20 per cent farther east, they were only 10 per cent below 1959 figures in the Northwest. A month later, the 10 per cent deficit had been converted to a 10 per cent gain.

Sportswear Sales Increased

As for the different items, pros in the southern part of the country and Arizona and California reported that sportswear sales continued to show a quite noticeable increase, clubs and balls were up slightly over the year before and accessories were at least holding their own. "Same as last year or slight increase" was an oft-used term in describing all items.

In the northern half of the country, all items suffered accordingly in May with golf balls probably being the biggest casualty. But toward the end of the month, when the weather righted itself, sales generally made a comeback with balls, in the opinion of most pros, making a valiant effort to even up the previous month's deficit.

Central Plains Field Day

Tenth annual field day of the Central Plains Turfgrass Foundation was held in Wichita, Kans., June 6th. Theme of the conference was "Beat the Summer Slump." Speakers and panelists included Eliot C. Roberts, Iowa State University; John Gaddis, Wichita University; Robert E. Lester and Emory Cox, City of Wichita Park dept.; Roy Rasmussen, Boys Town, Neb.; and Ray A. Keen, Kansas State U.

1,000th Evans Scholar

An Evans Scholar Foundation milestone was reached late in June with the selection of the 1,000th caddie for a scholarship. Dave (Red) Williams, 17, of Butterfield CC, Hinsdale, Ill., won the distinction of being the 1,000th youth picked by the Western Golf Assn. to receive aid in getting his college education. Within the next month, WGA will boost the total number of scholarships to 1,100.

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