



Persons who attend the PGA Championship at Firestone CC, Akron, O., in July will see what is said to be one of the finest clubhouses in the Midwest. It was completed late in 1959 and replaces the building destroyed by fire a year before. Of contemporary architecture, the L-shape building is constructed of Texas brick, Ohio Briar Hill stone and is trimmed in redwood. The first floor is framed by a huge expanse of glass that gives a panoramic view in all directions and the dining room, 40 x 120 ft., extends the entire length of the east side of the building.

the golfer than that in the lower price category.

Figures for sales of iron clubs, for example, show that those in the highest price bracket command nearly 33 per cent of the market from a unit standpoint and well over 50 per cent of the dollar volume. The balance in both units and dollars is divided among clubs in four other price brackets. Runnerup to the highest price clubs are those at the bottom of the ladder. Sales of these low price, so-called "beginners' clubs" make up nearly 25 per cent of the market, undoubtedly indicating that there is a huge influx of new players. Dollarwise, however, these sales only account for about 12 per cent of the manufacturers' volume.

Approximately the same situation prevails where wood clubs are involved. Higher price woods account for 35 per cent of the unit sales and about 55 per cent of the dollar income. The cheapest woods make up less than 20 per cent of unit sales while those in the next highest category account for about 30 per cent. This indicates that the beginning golfer is content to go along with the cheapest possible irons he can buy but is more selective in choosing woods.

Want Balls With Distance

Golf ball sales in the Athletic Goods Manufacturers' report are listed in three price categories. Golfers are quite overwhelmingly in favor of the most expensive line as nearly 60 per cent of them purchase

the highest price balls. As a result, the dollar volume here is close to 75 per cent. Balls in the medium price range account for only 16 per cent of unit sales and the cheapest ones, about 25 per cent.

There is a very decided about-face made by golfers in the purchase of the top quality line golf bags. Only about 6 per cent of them buy the highest price bags in comparison with the 54 per cent who purchase the cheapest ones. Slightly more than 30 per cent of the players select bags in the second lowest price range.

New Record in Course Building Says Golf Foundation Head

Pres. Joe Graffis of National Golf Foundation reported at the Foundation's annual meeting at the Yale Club, New York City, April 22nd, that the past six months had established a new half-year record in course building. In the period construction had started on 97 standard courses and 20 enlargements of existing courses. There now are 301 courses and 84 additions in some stage of construction.

Interest continues to grow in Par 3 courses, with construction starting on 22 more since last fall.

The Foundation president's report pointed out that in the past 10 years there had been an increase of 19.2 per cent in U. S. population, 21.6 per cent increase in number of courses and 32.5 per cent increase in the number of golfers.