



Among the 700 Junior and high school players who receive free instruction every year from Mort Dutra, Bonita (Calif.) CC pro, is this group of Chula Vista high school girls. The community is growing very rapidly and it is very golf minded, according to Dutra, who adds in true Chamber of Commerce fashion that Bonita has the best golfing weather in the country.

At a number of pro shops, women already account for a greater part of apparel purchases than do men because they buy for their husbands and children as well as for themselves.

Considering the rapid and solid growth of women's golf, the increase in number of women playing and in their total rounds played (the number of lessons given to women (more than to men, at many clubs), and the great number of Junior girl golfers, the foresighted pro sees that he must establish a solid foundation in women's business now.

It may not be long before women's buying is by quite a margin the largest part of the pro's revenue. You can be sure that the pro, to get and retain women's business, must feature high quality as he always has done in selling golf clubs and other equipment.

Want This Market

The market for the smart women members of the finer country clubs is a market of fashion influence that experienced and successful makers and distributors of women's sportswear should dominate. They know that professionals at the quality clubs represent a group of retailers in strategic positions.

We have found that quality line manufacturers of women's sports apparel such as David Crystal and Haymaker have been keenly aware of the professional's prob-

lems and his opportunities. They have been smart enough to be most cooperative in helping the first class professional get his share of women's specialty shop business in quality apparel.

Cooperate in Merchandising

One example of this cooperation in fitting the merchandise to the pro market is Haymaker's new line of Bermuda shorts, skirts and blouses which can be matched and mix-matched. On display at the pro shop they help create an atmosphere of class that makes a quick, confident and highly pleased buyer of the woman golfer.

The pro shop that tries to make a good profit and please and attract customers with cheap products is doomed to failure. Regardless of how "cheap" a pro may think many of his members are, he never should let them know this suspicion by showing them cheap merchandise. The members won't like the stuff and they won't buy. The pro loses not only the sale but his chance to establish a reputation as a first class merchant.

How Times Change

Paul Runyan was the leading money winner on the PGA Tour in 1934 with \$6,767.00. By contrast, Ted Kroll set the all-time record for cash collecting in 1956 when he earned \$72,825. 83.