

of golf ball, brought many thousands of customers into pro shops and kept them as repeat buyers. Spalding's new Executive woods already are showing that they are going to be a big factor in pro shop sales increases in 1961.

In spite of some of the very conservative business forecasts we have seen in the financial papers, we are extremely enthusiastic about the prospects for the coming year. Spalding confidently looks to 1961 as the greatest year yet for fine golf equipment.

Top Quality Market — Pros' Part — Growing Fastest

By Robert D. Rickey

Vp, The MacGregor Company

Interest in golf literally exploded in 1960, creating the greatest market for top quality equipment that our industry has known. In the case of MacGregor, we were overwhelmed by the demand in spite of greatly increased manufacturing facilities.

In addition to this tremendous growth, golfers of the '60s are very selective and intelligent buyers who demand not only quality, but equipment that will satisfy their individual needs as recommended by the professional. Consequently, we are offering a more diversified line of clubs which feature four distinctly different shaft feels, a choice of two grips, etc.

"Eye appeal" has become an extremely important factor. Today a golf club must not only play good . . . it must also look good.

The prestige of owning fine equipment has become a factor that manufacturers can't overlook. For example, we sold a record number of Kangaroo bags which retailed at \$125 and up.

It is our belief that the prospects have never been greater for the sale of top line merchandise. With the many advancements in club, bag and accessory design, the outlook for '61 is brighter than ever before. Professionals have the opportunity to convince people that they owe it to themselves to use only the finest.

The outstanding features that we've introduced in our 1961 professional golf line makes obsolete every piece of equipment in rack rooms throughout the country. We are prepared for this tremendously increased market and feel that the professional, in turn, will be quick to capitalize on the demand for quality merchandise, which is exclusively his.

Recognition of Pro Service Helps Boost Sales

By H. W. Colburn

Vp, Wilson Sporting Goods Co.

Increased participation in golf in 1960 has been most encouraging. Despite inclement weather in most of the country in April and May, sale of equipment by pros was comparatively good. The greatest increase in golfers and play has been at the public and semi-public courses so, naturally, the professionals at pay-as-you-play locations have had a large increase in club and ball sales. This follows the trend established at the private clubs.

Well operated clubs and courses have increased recognition and appreciation of the value of competent professional service. This has resulted in the construction of many fine pro shops at private and public courses where the golfer can get expert buying aid and has the convenience of large stocks. This has been particularly true of apparel and has identified the professional as a merchant who can compete in price and quality.

The professional's progress in the growing golf business also has been marked by his effective activity in Christmas golf gift sales promotion and other special events. The successful professional obviously has learned that the volume of sales and profit is in direct ratio to well timed, accurately directed advertising and sales efforts.

Our observations point to further sound growth of golf in 1961 and we have set up our production schedule accordingly.

Dunlop Sales Set Record, New Plant for 1961

By Paul W. Gibbs

Sales Mgr., Sports Div., Dunlop Tire & Rubber Corp.

More Dunlop golf equipment has been sold in pro shops in 1960 than in any previous year. Our studies with the professional point to continuance of the upward sales curve.

The new pro-only, Dunlop Super Maxfli has received a better reception from players and professionals who supply them than any other ball we have made. Now that we have the new Dunlop Maxfli clubs we are certain to have, in 1961, a substantial increase over Dunlop's highly satisfactory sales figures for this year.

On October 18 we will dedicate the
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As Manufacturers See It

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new Dunlop sports plant in Westminster, S. C. This most completely modern of all golf goods manufacturing establishments is evidence of our confidence in the bright prospects for pro golf business in 1961 and succeeding years.

Everybody Is Busy Making, Selling Good Equipment

By *Kenneth Smith*

Kenneth Smith Golf Clubs

The most significant thing about 1960 golf business is that everybody that is making very good clubs has been so busy. I understand that the sale of golf shafts has been away ahead of the record breaking number sold in 1959. Thus the industry as a whole is healthy and certainly, in view of the strong demand for quality clubs, the cut price demand hasn't bothered the good pro shops.

Barring wholly unexpected adverse market developments, 1961 will be better, decidedly, than this year in golf business. The theme of successful professional operations no seems to assure continued steady growth of superior quality golf merchandise despite the amount of cheap goods coming onto the market.

Quality Lines Show Largest Pro Sales Increase

By *Ernie Sabayrac*

Pres., Ernie Sabayrac, Inc.

Sales to golfers this year have again proved there is more money for the pro in top quality lines than in merchandise that is subject to severe cut-price competition.

Our 1960 sales thus far show an increase of 26 per cent in Foot-Joy and Ben Hogan shoes, Izod men's sportswear, Haymaker women's sportswear, Flip-It headware, Palm Beach slacks and sports coats and Coberknit rain jackets. The sales increase in Ben Hogan clubs, balls and accessories is 38 per cent ahead of 1959.

Investments made by professionals and clubs in the visual display equipment we handle for Henry Leopold have brought substantial and immediate dividends. Another significant aspect of the year's business has been the excellent credit rating of the professionals who identify themselves with the best merchandise. The cheap market is cut up in a hundred ways

and a pro is out of luck trying to undercut a store that can feature "loss leaders."

With a superior set of irons costing \$150 and a set of woods of the same grade costing \$100, the pro's captive market isn't going to go on buying sprees. However, a high quality golf shirt costing \$10 is bringing money freely out of pockets and giving the customer a value that makes the buy a bargain.

We expect the golf business to show another substantial increase in 1961 primarily because more pros are getting to be better businessmen.

Pros Resist Import Bargains and Increase Quality Sales

By *John W. Sproul*

Sales Mgr., Golf Ball Sales
U. S. Rubber Co.

Final statistics aren't yet available, but indications are that play in 1960 increased more than 10 per cent and overall sales of golf balls through pro shops for the first seven months of the year were up approximately 11 per cent over 1959. Actually, the increase for the very top-price ball was 10.8 per cent, almost identical with the overall increase. This indicates that the professional's sales of top quality equipment of all descriptions are keeping pace with the market in general.

It has been our observation that very few pro merchandisers have fallen for the "imported bargains" offered them. Quality and satisfied customers, and not price, continue to be of paramount interest to them.

The above facts augur well for 1961. With the pro accounting for 78 per cent of sales of top quality balls this year, and considering that he continues to be quality and customer-service conscious, the manufacturer can proceed with confidence in continuing to try to improve his products. With this assurance, U. S. Rubber will go on emphasizing quality in its advertising, promotion and selling in the coming year.

Sales Training Pays Profits to Pros in 1960

By *Bill Kaiser*

Hillerich & Bradsby Co.

This year has brought impressive proof that professionals have learned to capitalize on their expert status in the selection and fitting of playing equipment. The pro shop's inviting appearance reflects the