

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