

clubs are taken in payment on new sets.

The division of this year's pro shop sales revenue, according to the reports and estimates of the professionals, are:

Clubs .....	27%
Balls .....	38%
Apparel and shoes .....	35%

But "average" here constitutes a set of figures that has a relatively wide range. At some pro shops the revenue from club sales runs from 20 to 70 per cent, from ball sales the average is from 25 to 60 per cent and on apparel and shoes, from 15 to 55 per cent of total sales.

### Car Operation Arrangement

For the first time in the yearly investigation of the market status, we asked the pro to try to get a closeup of golf car operation arrangements. The finding is based on golf cars in operation and shows the following figures:

Owned or leased by pros .....	42.5%
Owned or leased by clubs .....	46 %
Owned by individuals .....	11.5%

But, again, this is a compilation involving so many different conditions and such a wide range of types of clubs, pros and operating factors that it doesn't give a completely clear picture of the situation.

### Factors That Helped Business

This year professionals were asked to list some of the factors that they feel were most favorable to their business. Here is a summary of comment:

TV golf shows get millions interested in the game;

Junior golf is getting stronger in school and public course programs;

More players, especially women, who now are beginning to believe that a woman's social status suffers if she doesn't play golf;

Improved calibre of young pros and assistants;

Good weather throughout summer months;

More space given local and major tournaments on sports pages;

More local sponsors (such as Schaefer beer in NY Met dist.) for tournaments;

Great improvement in pro shop layout and design;

"Housecleaning" in PGA tournament operation picture;

More courses;

Improved disposal of trade-ins;

Increased awareness of the value of properly fitted clubs;

Larger local tournament programs, running into November.



Lou Strong (l), PGA pres., and Frank Comisso (r), vp of the national group, recently joined with more than 200 people in giving Joe Garin a "day" in honor of his 25th year as head pro at Lake Shore Golf Center, Rochester, N. Y. There were special events throughout the day, capped by a banquet at which Joe got a sizeable check and other gifts.

### Unfavorable Elements

Unfavorable elements in the year's business also were noted by the pro businessmen. These adverse points are:

Courses too crowded with "un-educated" golfers;

New golfers starting to play without instruction in playing and etiquette and without proper equipment;

Tournament players' names featured on cheap lines sold at outlets competing with pro shops;

The cold, wet spring;

Clubs that usually are poorly managed taking over some or all "concessions" in well managed pro departments;

"Close-outs" of clubs and bags in mid-season before pros got chance to sell at the full market prices;

False advertising of "discount" and other cut-price golf goods retailers that compete with pros;

Lack of variety in soft goods.

Slow play as seen in tournaments and on TV, reducing capacity of the courses and their enjoyment by golfers.

### Kentucky Bluegrass Production

According to Seed World, production of Kentucky bluegrass in Kentucky and the North Central states will be lower this year. U.S.D.A. estimates production of 15,400,000 lbs. of cured seed or about 25 per cent of last year's crop. Recovery of clean seed will amount to less than 6,000,000 lbs., 20 per cent of what it was last year.