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Golf Goods Sales

(Continued from page 27)

their classification in some instances, there were 327,000 more woods sold in 1963 than in 1962. Pro-quality woods accounted for about 31 per cent of total club sales in 1963, slightly less than in 1962.

Quite a case could be made on how reported figures show a comparatively small increase in the price of golf goods in the past 10 years and how, in high-quality golf goods, manufacturers and professionals have given the golfing public much better protection than the general public has had on most items of merchandise.

The average selling price of all golf clubs was \$6.51 in 1963. That was 13 cents lower than in 1962. The average price of golf balls in 1963 was \$7.18 a dozen, 14 cents lower than the previous year.

Mickey Wins More Tournaments Than Big Three Combined

It probably hasn't occurred to you, but Mickey Wright has won more tournaments in the last four years than Arnold Palmer, Jack Nicklaus and Gary Player combined. In 1963, Mickey tore up the women's record book and wrote a complete new one. She became the first woman to win more than \$30,000 in one year, finished first in 13 of 28 tournaments, and became the first of the female swingers to finish with a stroke average under 73. Mickey also was the leading money winner on the Ladies PGA circuit in 1961 and 1962.

She has won both the Women's Open and Ladies PGA Championship in the same year on two occasions. Through mid-July of this year she had won seven tournaments in twelve starts, including the 1964 Women's Open. The latter victory gives her a chance at winning the double slam for a third time. This year's Ladies PGA Championship again will be played at the Stardust GC, Oct. 1-4.

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What Men Should Know

(Continued from page 36)

One thing that the male instructor most frequently and flagrantly overlooks is the compliment that should follow a good shot on the part of a woman student. She may hit the ball only 100 or 125 yards, at best, but it shouldn't be forgotten that this probably is a superlative effort for her. In altogether too many cases the pro doesn't take into account that *this is a woman* who is on the practice tee, and that 125 yard effort on her part is the equivalent of a 200-yard drive by a man.

Conversation Lesson

Several pros, referring to males again, of course, have told me that they get awfully annoyed when a woman spends what should constitute the entire lesson period describing her game of the day before, including all the three putt greens she had plus the mis-hit shots. The chief complaint is that the woman expects a full 30-minute lesson in addition to the time that has been taken for conversation. As a result, the pro's teaching schedule is disrupted.

With a tight teaching schedule there isn't much room for conversation, it is conceded, but still there is no denying when a professional takes a job he becomes a father confessor where matters relating to golf are concerned. There is no getting around it. How do you get a woman to cut down on conversation and start swinging when she is taking a lesson? Simply hand her a club and ease her toward the spot where the practice balls are. Nine times out of ten she'll take the hint.

Concentrate on Rhythm

Getting back to the subject of hitting the ball, I am afraid that most male pros don't take into consideration just how incapable the average woman is of really swinging with power. She doesn't have the strength in her hands, wrists and arms to do it. So, in teaching her, the emphasis has to be on the proper grip, good footwork and the pivot. Much patience has to be exercised in getting her to perfect these things because, unlike a man, she can't cover up deficiencies

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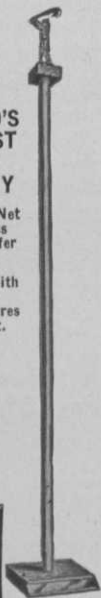
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Public relations office of the Ladies PGA was moved to Quincy, Ill. from Kirkwood, Mo. on Aug. 1. The new address is 220 S. Fifth St., Box 80, Quincy. Nan Ryan continues as publicity director.