

The professional

... moves a lot of merchandise through his shop

Of the \$474,455,500 in dollar volume that club professionals did in total business last year in this country, 60.6 per cent is derived from pro shop sales and 22 per cent is the product of golf car rentals, according to GOLFDOM's First Annual Marketing and Research Study. The remainder of pros' income is accounted for by golf lessons, which contribute 10.3 per cent and prize money, which brings the nation's pros an average 7.1 per cent of their income.*

Thus, on a national basis, sales in the shop contribute \$287,520,000 to the total revenue; car rentals account for \$104,380,200 and lessons \$49,343,370.

Average annual dollar volume for pro shops is a handsome \$63,260. In dollar breakouts for the four categories listed above this means that pro shop sales run to \$38,336; golf car rentals \$13,917 and golf lessons \$6,516.

With most of the pro's income stemming from his retail operation, GOLFDOM's study pinpoints what each segment of shop sales contributes to the whole. Pros queried were asked to record their dollar volume in sales of clubs, golf balls, men's apparel, women's apparel, golf shoes, golf gloves, novelties and gadgets, and an unspecified "other" category which covered such things as bags

and hats.

Of the \$38,336 the pro's customers spent in his shop last year, \$12,267, or 32 per cent, was plunked down for clubs; \$8,434, or 22 per cent, went to replenish golfers' supply of balls; \$4,983, or 13 per cent, helped deck out men players in suitable attire; \$4,600, or 12 per cent, was spent to help the distaff players do the same; \$2,684, or 7 per cent, fitted golfers out with shoes; \$1,917, or 5 per cent, for gloves; \$767, or 2 per cent, was spent by golfers in the novelties and gadgets category, and \$2,684, or 7 per cent, represents purchases made by golfers in the unspecified "other" category.

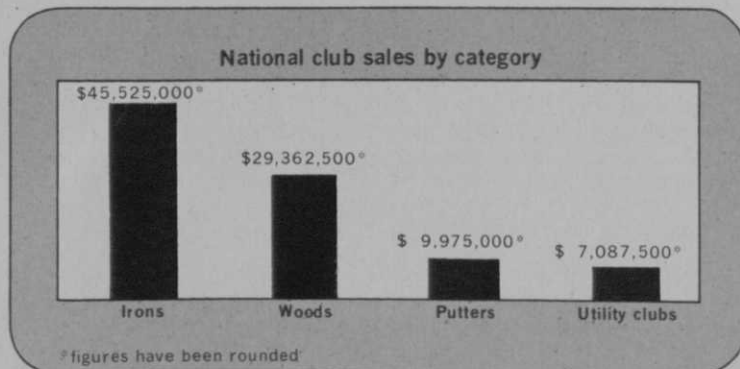
Pros responding to GOLFDOM's study questionnaires listed breakouts for volume done in golf club

sales for the four categories of clubs used by golfers—woods, irons, utility clubs and putters. Irons lead the group in unit sales, racking up 49.5 per cent of all pro shop club sales. Woods are next, registering a 31.9 per cent share of unit volume. Putters rank third with a 10.7 slice of club movement, and utility clubs account for the remaining 7.9 per cent of sales.

These shares of unit volume indicate that the average pro shop sold 36.3 sets of woods, 35.3 sets of irons, 83.1 putters and 41.1 utility clubs last year.

In average dollar volume, irons put \$6,070 into pro shop cash registers. Computations from figures reported by pros show the average iron sold in pro shops in this country retails for approxi-

*Only pertains to those reporting in this category.



mately \$21.50.

In the woods category, pros reported to GOLFDOM that the average number of sets sold was 36.3 per shop, indicating an average selling price of \$27 per club. The usual set of woods, whether including higher or lower number woods is four, showing the average annual dollar volume per shop for woods to be \$3,915.

Putters represent a good unit and dollar volume item for pro shops. GOLFDOM's study shows that pro shops moved last year, on the average, 83.1 putters. This brought the pro shop a dollar turnover for putters of \$1,330 computed at the average price of

\$16 per club.

Utility clubs movement is running at a rate of about half that of putters, with average unit sales hitting 41.1 per shop. In dollars this meant \$945 to the pro, based on a \$23 per club figure, the approximate price for a pro line sand or pitching wedge.

Nationally, pros did golf club business to the tune of \$45,525,000 for irons; \$29,362,500 for woods; \$9,975,000 for putters and \$7,087,500 for utility clubs.

Results of the study show that the 22 per cent of shop sales accounted for by golf balls adds \$63,254,400 to pro revenue across the nation. This means that on

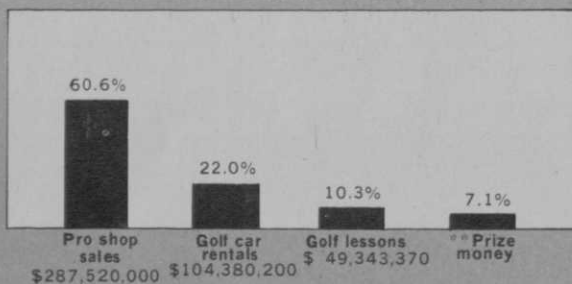
the average \$8,434 worth of golf balls moved out of each pro shop in the country last year.

The 13 per cent contribution to pro shop sales made by men's apparel last year represented \$4,983 to each shop in sales. Nationally, this racked up a \$37,377,600 total in sales for male golfing attire.

Lady golfers' haute couture accounted for 12 per cent of shop sales, meaning the distaff was only a shade behind the men in purchases of apparel for country club and golf course. The ladies' 12 per cent put \$4,600 into the cash registers of each pro shop, on the average. Totaly this figure hit \$34,502,400.

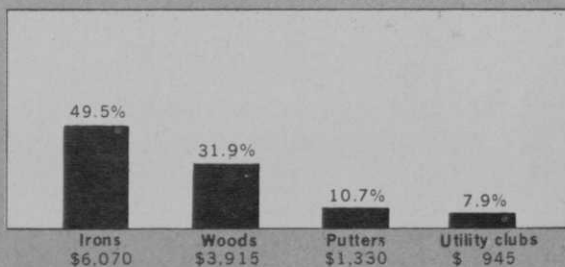
Continued on page 60

Overall dollar volume \$474,455,500*

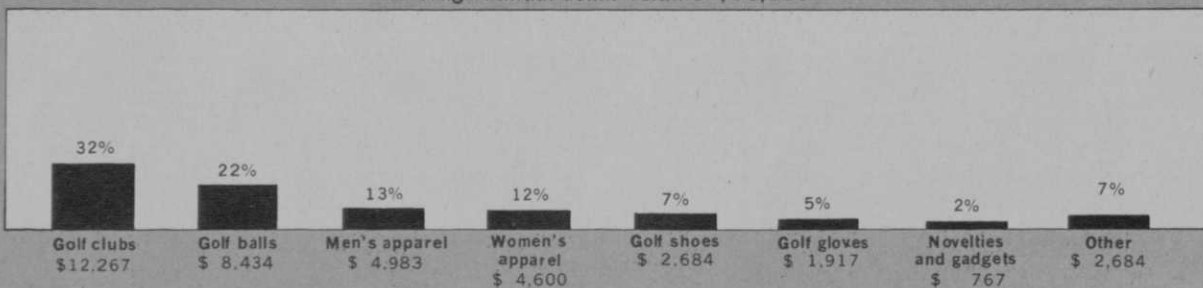


* only pertains to those reporting in this category

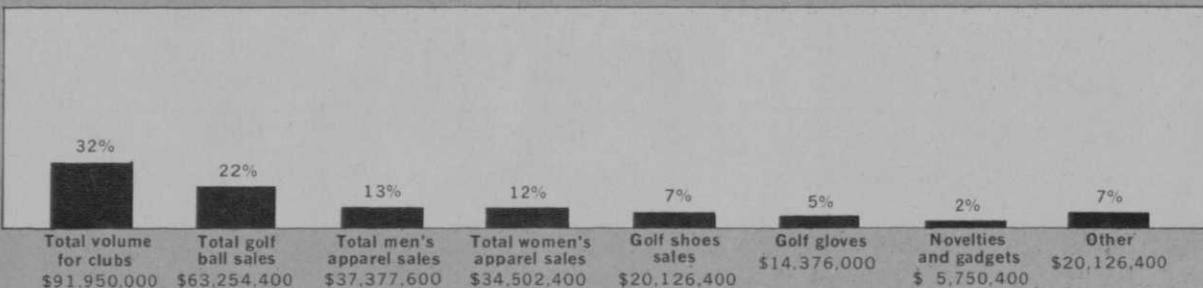
Average dollar volume for golf club sales \$12,267*



Average annual dollar volume \$38,336*



Total pro shop sales \$287,520,000*



* using a base figure of 7,500

Building sand bunkers

By Don Wright Superintendent, Carmago Club, Cincinnati

Contrary to popular belief, the primary purpose of a sand bunker is not to trap the golfer's ball. And secondly, it is not placed in a location to penalize the player.

It is there to: (1) show the player the way the golf course architect wanted the hole to be played; (2) help define dog-legs; (3) give a perspective of the fairway in relation to the bunker; (4) frame out greens and give them depth, and (5) add to the aesthetics of the course.

With these five points in mind, let's construct a sand bunker.

To begin with, locate it so it can be seen from the tee shot or the fairway shot that is being played to the green. Secondly, don't treat a sand bunker as if it were just a hole in the ground with sand in it! A well-designed bunker has both surface and subsurface drainage as well as a shape pleasing to the eye.

By having the floor of the bunker at least 12 inches above the fairway grade at its lowest point and the remainder of the floor at an elevation of 1 foot to 5 feet to 1 foot to 10 feet above the lowest point of the bunker surface, drainage is possible. This is called facing the bunker and allows it to be seen from the hitting area. Another reason for surface drainage is that when it rains very hard in a short period of time the subsurface drainage doesn't take all the rain away.

Subsurface drainage is the key to good bunker drainage and will greatly improve playing conditions if done properly. First, shape the floor of the bunker to drain towards the lowest elevation of the bunker. Then dig a ditch 8 inches by 12 inches at the highest part of the lowest elevation of the bunker. Run the ditch so that it falls all the way towards the area

you want the bunker to drain.

Fill the bottom of the ditch 4 inches deep with gravel (one-fourth-inch to 1 inch size). The gravel should be top grade. Then place PVC tile or drain tile in bed of rock, making sure that there are 2 inches on each side of tile. Place gravel on top and each side of tile up to the floor of the bunker and to the ground elevation outside the bunker.

Do not cover with any kind of soil. Seed or sod the ditch and let it cover by itself. It is then ready for loose sand at a minimum depth of 8 inches. Finally, when placing sand in the bunker, be careful not to run a truck over the tile.

The professional

Continued from page 23

At a total of \$71,880,000 in golf clothing, apparel designed for golfing must be reckoned as a major factor in the clothing business as must professional shop retailers who sell it.

Footwear for golfers represented 7 per cent of pro shop sales to the tune of \$20,126,400. For each pro shop this means an additional \$2,684 in volume, on the average.

Golf gloves must be viewed as a retailing phenomenon and one of the relatively strong points in sales in the pro shop. An item of so relatively modest price accounts for an amazing total of \$14,376,000 in sales. This means on the average, \$1,917 in sales of gloves, which contribute 5 per cent to total pro shop volume.

Novelties and gadgets in many instances figure as a plus for the pro. They may take the form of living room putters or novelty tie clips. They do, however, account for 2 per cent of shop volume which means \$767 additional dollars per shop and \$5,750,400 in countrywide revenue.

The "other" category in GOLF-DOM's survey was an unspecified 7 per cent, including golf bags and hats. For the average pro shop this amounted to \$2,684 in sales. Nationally, this resulted in aggregate sales of \$20,126,400 annually. □



If the Maxfli Red doesn't get them, the Maxfli Green or Black will. Sell Maxfli. They'll never know how good they are until you do.

For more information circle number 24 on card

Maxfli
By **DUNLOP**