

Women Are Making Another Big Pro Shop Market

By HERB GRAFFIS

Apparel and accessory business is accounting for pro shop annual sales of more than \$7,000,000. Besides the direct profit there's an indirect profit from apparel. It gets more people coming into the pro shop and exposes them more frequently to the selling appeal of strictly golf merchandise.

In the old days a few sweaters, hosiery imported from Scotland and some knickers constituted the apparel sales volume at pro shops. Now the smartest of a rather wide range of sportswear is stocked and attractively displayed at the pro establishments.

The truth of this development is that the pros themselves were not primarily responsible for discovering and enlarging this great new market. It was the pros' wives more than the pros themselves who saw in the pro shop great retailing possibilities in convenience of purchase, the finest setting for smart styles and a merchandising set-up that could keep the prices in line with any competition of first class retailers.

The pros' wives began building the apparel business when golf merchandise wasn't available during the war and when the manufacturing situation returned to normal the pro shops had become a recognized and established outlet for sportswear—shirts, caps, hats, jackets, hosiery, shoes, slacks, rainwear, belts and many other items to clothe and adorn the golfer.

Women's Market Is Built

For the first few post-war years the business was about 95 per cent with men golfers, but during that period the pros' wives again were observing that the apparel market among women golfers had been neglected at the golf clubs.

Why? The pros themselves had many reasons or excuses. But their wives, knowing a whole lot more about style, materials, workmanship, values and women's buying ideas than their husbands ever could, again got on the job.

And again, the pros wives are accounting for a rapid and large development of a market that not only produces considerable profit but which is a distinct service to women golfers.

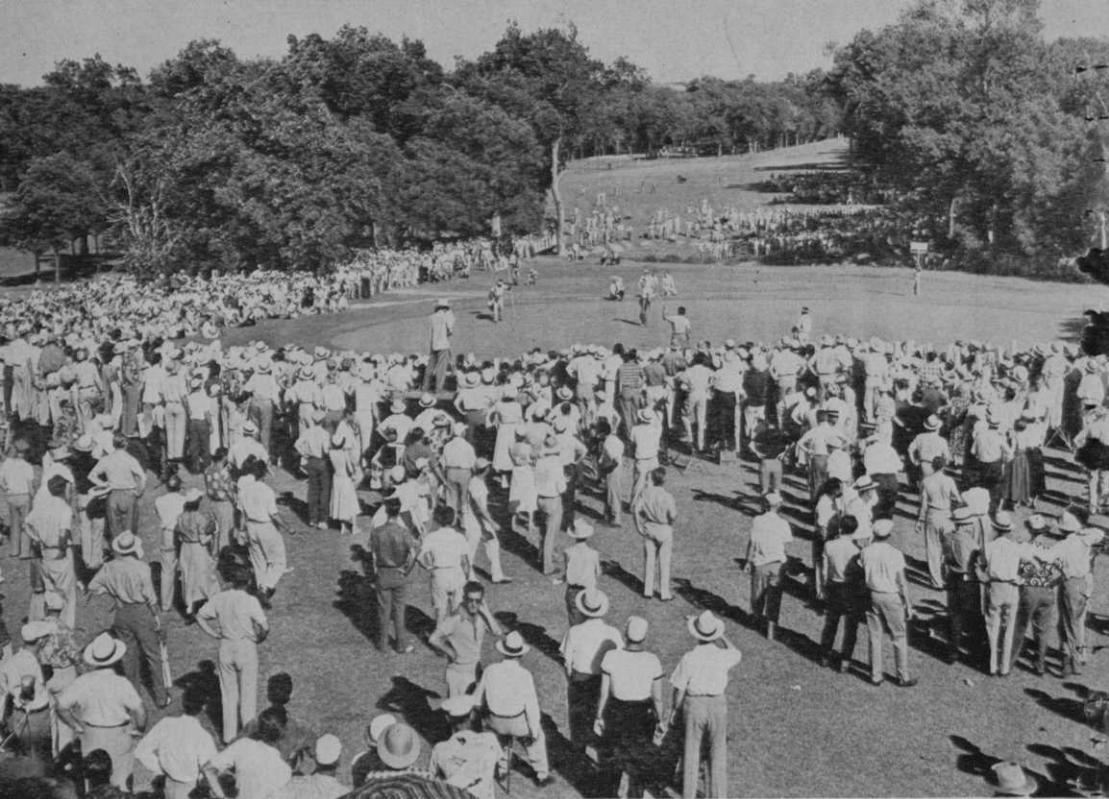
I've seen this situation progress and have talked it over with pros' wives after my wife and I have dropped into pro shops and my wife has called my attention to some merchandise or display that's unusually attractive. But only lately have I realized the extent to which smartly dressed women are telling each other about pro shops as excellent places for getting the best and latest at right prices.

Recently I was in the pro shop at one of the most exclusive clubs in the midwest. The pro had seen in the south a very attractive type of golf hat for women. That is one of the items on which women golfers don't, in our opinion, show good judgment too often. They're inclined to get the screwiest of all possible headgear. But in this case the pro shop number which the pro had stocked looked charming on the woman who is a prominent society woman whose picture frequently is in the papers. I thought, as I saw that woman buy the hat, there'd be some more follow the leader, and sure enough, while I was in the shop three other women came in and bought the same style.

What's making this women's apparel business grow so fast at pro shops lately? I've asked wives of professionals and the reply of one of them gives you a close-up.

Mrs. Massie B. Miller is the wife of the professional at Arbor Hills CC, Jackson, Mich. Massie went to Arbor Hills this year after a number of years at Dayton (O.) CC. And when you see the smartly dressed women golfers at Arbor Hills you don't have to be told that Mrs. Miller is active in shop merchandising.

Mrs. Miller's remarks on the women's angle in pro shop merchandising give you the story of how and what has expanded



THE TIGHT FINISH AT NORTHWOOD

From this view of the dogleg 18th at Northwood Club, Dallas, you can get an idea of how a fellow could get into trouble if he had wild tee shots in the National Open. The hole is 410 yds. A lot of the boys were too long off the tee (which is hidden in the distance by trees) then they pounded out from the trees at the right of the fairway and had to shoot at the left of the green. If the shot was too strong it went into a trap. Placing of the cup on the big green could — and did — entirely alter the character of the hole. Looks like a good market for lightweight shirts among Texas golfers; also a big pro shop market for hats and caps under that sizzling sun. Incidentally, wouldn't you think that all tournament pros would wear hats or caps or visors by doctors' and oculists' advice, as well as to promote shop headwear sales?

pro shop merchandising in a very substantial manner. She says:

"When the man power shortage brought on by the war made it impossible for my husband to hire a shop assistant between the ages of 16 and 60, I was drafted. I haven't decided whether I owe my continued service to a flair for merchandising, or to ole man H C of L. Whatever the reason, most of my summers are spent in the pro shop and I have found it an interesting challenge.

"Only a short time ago merchandise for feminine golfers was limited to clubs, bags, caps, and socks, with an occasional brave soul risking an order for a pair of golf shoes. Even in the smart shops, it was difficult to find the kind of sportswear golfing gals really wanted.

"My desire to buy and sell attractive ladies wear was three-fold: I golfed, so had a personal urge for attractive and comfort-

able sportswear, without the bother and time consumption involved in shopping down town; second, I was sure dozens of our feminine golfers felt the same as I; and third, the countless husbands who habitually forget anniversaries, birthdays, and Mothers Day, until the day itself; who would rummage through our shop looking for last minute gifts made me feel sure the field was large enough to assure a nice profit.

"I soon became impatient with salesmen's samples of 'for men only' lines, and with ladies' wear that had been designed by some one who disliked golf, back in the dark ages.

"Echoing the girls requests, I began asking for shortie socks, practical windbreakers — the kind that could go to the grocery as well as to the first tee — skirts with pockets, where golfers' pockets should be, and caps becoming as well as utilitarian.

"My grumbling must have been matched at many other clubs, for we began to get results. It was a happy day when a truly practical golf dress in the moderate price field was made available for pro shops. I ordered a dozen in assorted sizes and colors. To make everything perfect the dresses arrived on Ladies Day so into the locker room they went, where a veritable style show took place. All dresses were sold and orders taken for another dozen.

"Dresses have been followed by California skirts, Bermuda shorts, 'little boy' caps, golf nylon bags, and many other items to catch the fancy of the gals.

"When introducing a new line, I have often ordered my own size, and worn it to the club. I am a shopper myself so have understood the urge in my sex that makes us bargain hunters.

"Some of my buying has been subject to the trial and error method, but I have usually been able to discern which numbers are to be handled, admired, and passed by. For example, tee shirts, which the stores can feature as leaders, are slow movers in our shop, because we have been unable to meet the prices in the stores. Country club women like a bargain just as much as those who shop in Macey's basement!

"The personal approach is usually good.

USGA Changes Open Pattern for 1953 Trial

At Dallas, the USGA released a statement advising that after the usual 36-hole sectional qualifying rounds for the 1953 Open at Oakmont, 300 qualifiers will play 18-hole rounds at the Pittsburgh Field Club and Oakmont courses, to narrow the field down to 150, including the defending champion.

Prize money will be increased from \$15,000 to \$20,000. The additional qualifying rounds at Pittsburgh will mean more of a gate which should care for the increase in prize money. With the practicing that contestants want to do in getting the range of a National Open championship course, the 1953 trial arrangement undoubtedly will mean that any tournament circuit event playing the week end before the Open starts won't have much of a field.

The USGA release:

"The form of the Open Championship will be changed in the following particulars on a trial basis in 1953:

"1. After the usual 36-hole sectional qualifying rounds, 300 players will be qualified (instead of 162 as at present). The present exemptions from sectional qualifying will be continued.

"2. All of the 300 except the defending Champion will play a 36-hole Championship qualifying competition, one round each at

I almost knew ahead of time these customers who would like to try or wear the new things we ordered. One golfer wearing something smart, and answering, 'I bought it in the pro shop,' would provide the necessary advertising. Placing dresses, skirts, and shorts on hangers, racked so the sizes and prices were plainly visible; and allowing 'take home on approval' sales, or 'locker-room try ons,' made selling very easy.

"For those men who liked the convenience of pro shop buying for their wives, I have instituted a gift wrapping service, which they really appreciate. It is well to have some items that appeal to the non-golfing wives, too. The husbands buy more, and are much less price conscious.

"In my experience I have found that volume buying does not pay when dealing with women's apparel. None of us like to see too many others wearing an identical garment. Novelty items should not be re-ordered. Most pro shops know the number of their potential customers, and should buy accordingly."

Now, gentlemen, you begin to see what type of bright business women's brains are adding millions to pro retailing revenue, and improving and extending pro merchandising service to golfers.

the Oakmont Country Club and the Pittsburgh Field Club, Pittsburgh, Pa., on Tuesday and Wednesday, June 9 and 10.

"3. As a result, 150 players, including the defending Champion, will qualify to compete in the Championship proper at the Oakmont Country Club on Thursday, Friday and Saturday, June 11, 12 and 13. The form of the Championship proper will be the same as at present.

"4. Prize money for professionals will be \$20,000 (instead of \$15,000 as at present).

"The changes were prompted by a desire on the part of the United States Golf Association to reduce what is considered the present excessive premium on qualifiers' places in the sectional rounds. For example, for the 1952 Championship 1,664 players competed for 133 places in the sectional tryouts.

"John D. Ames, of Chicago, is Chairman of the USGA Championship Committee."

The release added:

"The USGA has accepted an invitation from the Baltusrol Golf Club, Springfield, N. J., to entertain the 1954 Open Championship. Dates will be fixed later. This will be the first Open to be played in the New York Metropolitan section since 1936, when Baltusrol was the location.

"Baltusrol has two courses which would be used if the revised form of the Open described above is considered successful in its 1953 trial."



Home Pro Clarence Doser, Scarsdale Golf Course, Hartsdale, New York, "The Tourney golf ball has my unqualified approval."



Home Pro Bud Williamson, Country Club of Lincoln, Lincoln, Nebraska, "Of all the makes of golf balls, I'll take the Tourney."

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Home Pro Emery Thomas, Forest Hill Golf Club, Bloomfield, New Jersey, "I personally prefer the Tourney. It's a wonderful putting ball."



Home Pro Art Doering, Cincinnati Country Club, Cincinnati, Ohio, "I've seen the Tourney ball made; I know it's perfect or it doesn't carry the Tourney name."



Home Pro Jerry Glynn, Glen Flora Country Club, Waukegan, Illinois, "Of all the golf balls, I recommend the Tourney above all others."



Home Pro Pat Mahoney, Lake Merced Golf and Country Club, San Francisco, Calif., "Most professional golf's winners play the Tourney. That's good enough for me."



Home Pro Charles Bassler, Rolling Road Golf Course, Catonsville, Maryland, "You can't beat the Tourney for distance."



Home Pro George Heaney, Brookside Park Golf Course, Pasadena, California, "Tourney is the fastest selling new ball in my shop."

he wrote this advertisement.

Across the land, in more and more pro shops, golfers are asking for America's most talked about golf ball, the "MT" MacGregor Tourney. Why all this excitement? First, it's the top personal choice of more home pros than ever before. Second, it's being played 100% on the tournament circuit by MacGregor Advisory Staff Members . . . and they *must* have a perfect golf ball. Third, it's nationally advertised in more than 186,000,000 magazine and newspaper advertisements.

As a result, sales of the "MT" Tourney are skyrocketing.

Recommend Tourneys to your members and find how pleasant and profitable Tourney repeat sales can be.



Home Pro Stanley Kertes, Bryn Mawr Country Club, Chicago, Illinois, "The MacGregor folks have a terrific ball in the Tourney."



Home Pro Henry Williams, Jr., Berkeleigh Country Club, Kutztown, Pennsylvania, "I use and recommend the Tourney every time."

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What Does Players' Neglect Add to Maintenance Cost?

By LEO L. FESER

The little golfing balls are being smacked off the tees, across the fairways, into the bunkers and rough, onto the verdant greens and into the wee cups of the golf courses of America. While some golfers are becoming accustomed to taxes others are trying to make an equitable division of the take-home pay between the fun of golf and groceries. 1952 is well along the way to proving that a dollar stretcher would be a greater invention than the wheel. Golf course superintendents are not filled with glee as they look over their budgets and ponder ways and means of wrapping up increased costs of labor, supplies and equipment with those scraps of paper.

Other scraps of paper being tossed into the summer breezes by concentrating golfers as they admire the pearly paint on the ball, wrapper thrown in, will help to increase maintenance costs. So will a lot of other antics indulged in by the sweet but unthinking character who doesn't know or seem to care about the fact that that piece of paper will find temporary sanctuary in the flower bed near the first tee, or else will have to be picked up by a workman who may be paid at the rate of a buck-fifty per hour.

The awesome authorities who reluctantly pass the well-picked skeleton of a maintenance budget back to the ever-hopeful superintendent, with the ever-hopeful comment that next year will be the ever-hoped for one, seem well aware of the true economy not practised by the government. Likely the realistic chap who moved that the nine dollars for a new cup-cutter be whittled off the budget will be the first to go a full eighteen, leaning his full 220 lbs. on his putter on each green as he saves his aching haunches the strain of squatting enough to pluck his ball from the cup.

The economy-minded paragon who seconded the motion will follow in the next foursome, have his putt bobble off at a north-by-northwest angle as it finds the true depression left by the putter of his weak-haunched colleague, thereby losing two bits on the hole as he leans on his putter to lift his fourth putt from the can. Harry the supe will have his ears burning tonight. He ought to see to it that the cups are moved more often. What the hell is the difference if it does cost a buck-fifty an hour to change cups? The putting green is the most important part of the whole

golf course, and should be properly cared for! (To which we all utter a fervent Amen!)

There has been much discussion among the superintendents about a technical maintenance operation called aerifying. Seems like it does the business. But aerifying can't be properly done with any of those 14 clubs, even in the burningly ambitious hands of the taxpayer who fails to take a divot and consequently flubs one, then proceeds to cut five excellent divots demonstrating to himself with so-called practise swings. Harry the supe can quote some interesting and irrefutable statistics on divots.

Cost of Divots

Harry, the modest guy, says the average size of divots is about two inches wide and five inches long. He admits having seen larger ones. He generously allows that each golfer cuts at least 18 of these weaklings in a round of golf. That figures considerably more than a square foot of turf removed by each player, not counting practise swings. If these divots are not replaced, they not only affect lies adversely, but mowers aren't improved any when used as divot grinders. Seems to dull them. Dulling means more frequent adjustment, greater wear and a corresponding reduction in life span.

One good way to jack up maintenance costs is to insist that maintenance operations, within earshot of that remarkable shot you are about to play, must cease. That workman who is squatting idly alongside his silent, inactive mower is paid while doing it. He has a mind of his own and therefore chances are that he knows that you couldn't hit the ball if the whole countryside was as quiet as a boll weevil at work. This rather common situation multiplied by X for a period of one season would drive an efficiency expert nuts.

Our apologies. It probably wasn't you at all who insisted on one silent world every time you played a shot last year. No doubt it was the guy in the other foursome, the dope! Anyhow, it is that guy who bought to don snowshoes when mashing in and out of sand traps. But maybe he's got athlete's foot and the sand pouring in over his shoe-tops provides the abrasive material required in his pursuit of happiness. Time's awasting. Let the maintenance men fill those craters in the sand.

all the Big Winners
used **Wilson** equipment

1



★ Sam Snead won the
Masters, April 3-6

with **Wilson**
GOLF BALLS AND CLUBS



MORE THAN 7,000 BEAT BEN HOGAN

A total of 7,511 of the first 55,015 reported scores for National Golf Day, May 31, sponsored by Life magazine and the PGA, on basis of handicaps at their respective clubs beat Ben Hogan's par 71 shot over the Northwood course at Dallas that day. The \$1 entry fees will go to the USO and the National Golf Fund which is being established. The picture shows Tom Martin, Charles Conley, Jack Traster and John Marques paying their bucks at Fox Hills CC, Los Angeles, to the club's pro and Southern Calif. PGA pres., Harry Bassler, with Miss Robin O'Hara as cashier. There should be a bigger crowd to play with Robin. Many notables played in the nation-wide event. Gen. Omar Bradley with a net 74 and Sen. Robt. A. Taft with net 78 were among many who didn't beat Ben. Pros' kids, Diane Wilson of Kansas City and Lloyd Syron of Pontiac, Mich., were among those whose nets beat Ben's gross. Bing Crosby beat Ben with a net 69 and Sam Urzetta got a 70 in Rochester. Best score was by Andy Sword, a Dallas policeman, who got a net 64 on the Dallas Tenison Park course.

Then there is the citizen who should receive the noble prize of having hot lead poured down the back of his neck. May his tribe decrease, even though the beverage department run up an operating deficit. He is the firehouse laddy who never has time to guzzle his drink before leaving the first tee. His hurriedly emptied glass will be found on the edge of the fairway, where, if the tractor operator mowing the grass is quick on the clutch, the mess will require only five minutes and a cut finger to pick up. Good tractor operators who can save such glasses intact are worth more than a buck-fifty an hour. The unmentionable bottle tosser in the rough remains unmentionable.

The Exceptional Caddies

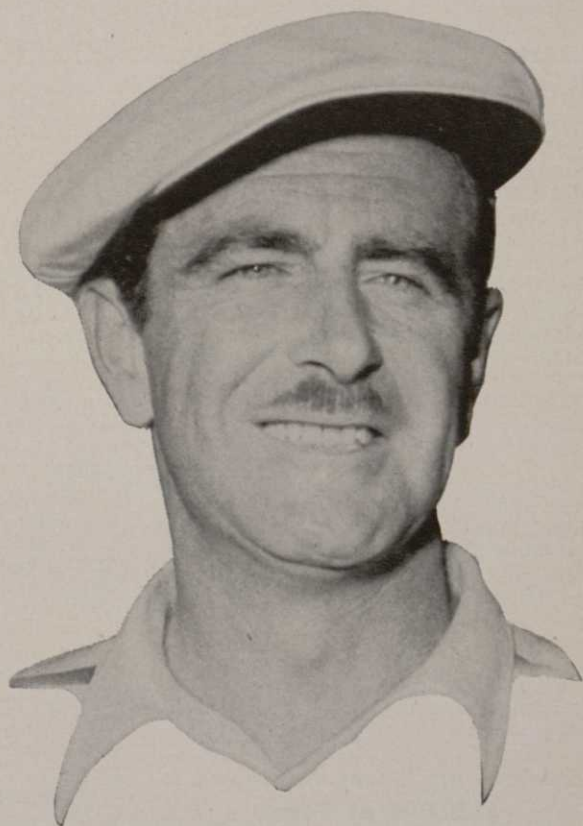
The generally popular opinion that caddies are human beings should remain unchallenged. Being human, they must be considered in a different light than simply animated bag carts. With a few excep-

tions they are more aware of maintenance problems than their employers, but those exceptions can and will do some remarkable things. Assuming a measure of intelligence in said employers, it is reasonable to believe that cooperation with the caddy master will pay big dividends.

The exceptions are a headache to the caddy master too. He has attempted to explain that a flag pole is not a javelin to be heaved at the putting cup. He has explained the function of a sprinkler and pointed out that such article is not in need of further scientific testing by the caddy. He has patiently explained the diversified duties and sterling qualifications of a good caddy, and has even tried to convince the kid that a golfer is also a human being, regardless of all contrary evidence. Helping the kid have faith in those teachings may also help to develop in him a sense of respect for property that will help conserve the physical assets of the club.

all the Big Winners
used **Wilson** equipment

2



★ Lloyd Mangrum won the
Western Open, May 29-June 1

with **Wilson**

GOLF BALLS AND CLUBS

All of which carries us back to the budget and the problems of the golf course superintendent. Harry the supe is human, just like caddies and golfers. All he has to worry about is how to mow, fertilize and water grass. How to control some rodents, many diseases and innumerable bugs. How to cope with excessive rainfall or extreme drought, high temperature and higher humidity, windstorms and dew, break-downs and repairs, labor shortages and wage ceilings, divots and devils. Nothing could please him more than to present a well-groomed course that would meet your full approval every time you played golf.

But Harry has the same financial limitations in his operations as the players have after making payments on a house, car or television set, or even after taxes and paying for food and clothing.

Strange that golfers can't seem to realize that.

The superintendents often can't get the harsh fact that money will go just so far, across to their officials, hence it probably isn't curious that the officials can't put the message over with the members.

I wonder if anyone has ever dared estimate the cost of preventable waste entirely due to players' carelessness and thoughtlessness that is buried in golf course maintenance costs. During many years in charge of a golf course where the members were far above average in consideration for the course, yet still accounted for persistent and preventable expense, I never brought myself to estimating what we might save, if

With the increasing costs of trying to maintain golf courses up to the standards players and officials desire it may become necessary to figure out and sharply remind players just what each thoughtless performance that increases maintenance operations is costing.

World Stars Shoot for May's \$120,000 at Tam

With George S. May raising the Tam O'Shanter prize money to \$120,000 this year, the course on the northwest border of Chicago will be drawing pro stars from all over the world to compete against the American professional headliners.

Entries have been received from 17 top pros of foreign countries. Among them are Sid Brews and Bobby Locke of South Africa; Eric Brown, winner of 1952 Swiss Open; Roberto DiVicenzo and Pascual Viola of the Argentine; Juan Neri of Mexico; G. P. DeWit, Holland pro and open champion; Mario Gonzales, Brazilian and Uruguan open champion this year; Ugo Grappasonni of Italy; Hassan Hassanein, Egyptian open and match play champion; Yoshiro Hayashi, Michio Ishii, Torakichi

Nakamura and Yusei Shimamura of Japan, Flory van Donck of Belgium; Norman Von Nida of Australia and Stan Leonard, 1951 Canadian PGA champion.

The World Championship of Golf will be played Aug. 7-10.

The American members of the World Championship field will not be named until after the All-American tournaments, July 31 through Aug. 3, but will consist of the following:

The Men's Professional: The 32 leading money winners for 1951, the 22 low scorers in the 1952 All-American men's professional, and 10 professionals named by the sponsor.

The field in the women's professional section of the World Championship will consist of the 10 low professional players in the 1952 All-American women's Open, and 8 players named by the sponsor, making a total field of 18.

The field for the men's amateur section of the World Championship will consist of the 4 low amateur players in the 1952 All-American men's Amateur and 8 amateurs named by the sponsor, making a total field of 12.

The field for the women's amateur section of the World Championship of Golf will consist of the 4 low amateur players in the 1952 All-American women's Open and 8 named by the sponsor, making a total field of 12.

Cary Middlecoff won the 1951 All-American Men's Professional with a 72-hole score of 274, pocketing a first prize of \$2,250. Babe Zaharias won the All-American Women's Open with a score of 295, carrying a prize of \$1,000. Frank Stranahan won the All-American Men's Amateur with a score of 286.

The 1951 World Championship honors were divided:

MEN'S PROFESSIONAL SECTION: Ben Hogan with a score of 263 won first prize of \$12,500.

WOMEN'S PROFESSIONAL SECTION: Babe Zaharias with a score of 298 won first prize of \$2,100.

MEN'S AMATEUR SECTION: Frank Stranahan won first prize with a score of 283.

WOMEN'S AMATEUR SECTION: Martha Baker won first prize with a score of 342. Shirley Dommers scored a 334 in the Women's Amateur Section but was without status and could not accept the honor.

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See page 77
