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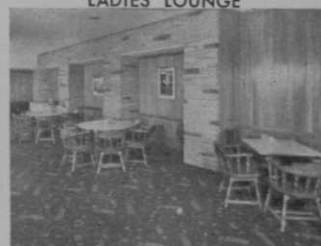
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history of how these clubs
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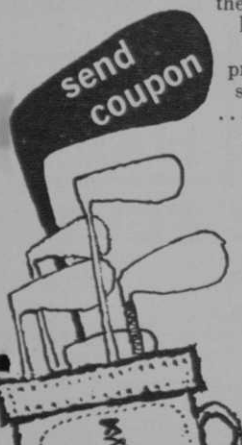


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game, particularly a final round 74 that gave him a 286 compared to a 287 for runnerup Shelley Mayfield... Mrs. Stanley A. Woleben will be elected pres. for a second term when Women's Western GA holds 57th annual meeting this month... 1960 Western Women's Open will be played at Beverly CC, Chicago, and the Amateur will be held at Mission Hills CC, Kansas City.

\$40,000 DeSoto Open, to be played Mar. 24-27 at DeSoto Lakes CC, Bradenton, Fla., will be one of richest tournaments on 1960 PGA Winter tour... This is first playing of the event which is being sponsored by Plymouth-DeSoto-Valiant div. of Chrysler Motors... First 9 of Larkhaven GC, Charlotte, N. C., recently put into play with second 9 to be added this winter... Coldstream CC, Cincinnati, being seeded this fall and will be ready by July 1, 1960... Clubhouse will be a converted three story barn which is being moved to course site... Then another huge barn will be cut in two to form wings on the main building... \$550,000 is going into Coldstream project.

Start construction on 9-hole Green Hills CC in Ravenswood, W. Va. Course was designed by Lorn Parris... Grants-



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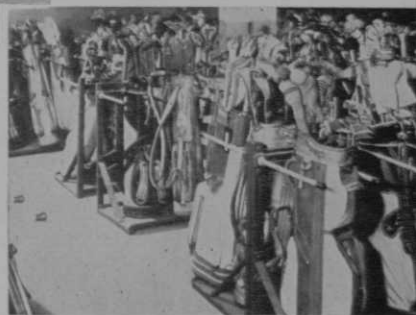
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Bags stay cleaner — retain shape

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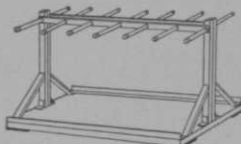
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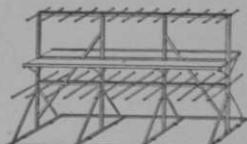
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ville, W. Va. group planning to build 9-hole course to be known as Riverside CC . . . New course being constructed at Hilton Head Island, S. C. to design of George W. Cobb . . . Lowell Smith, former pres. of Detroit CMAA, retiring after 44 years at Detroit Club . . . Robert H. Thompson, for 15 years mgr. of Detroit Golf Club, will retire soon to Florida home overlooking No. 2 fairway at Tequesta . . . Charles R. Bangs, who has been at Bloomfield Hills, Detroit, for last seven years as mgr., is leaving to open a restaurant in Miami Beach . . . Charley is from a family of club managers.

If you think the par 3 course boom is an expression of a rather new idea, look at the map of "18 Hole Course of One-Shot Holes" and the text on this sort of a course, in "Golf Architecture in America," an out-of-print classic, written by the late George C. Thomas, jr., architect of numerous fine courses . . . The book was published in 1927 . . . Great bunkering in this par 3 course design which has holes of from 40 to 200 yds.

Willie Kidd is architect of Island View CC, Waconia, Minn., which will open early next summer with 9 hole regular and 9 of a par 3 course . . . Also opening



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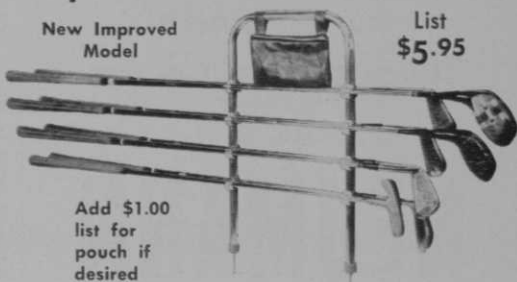
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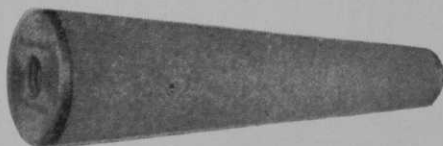
in 1960 is Albany (Minn.) CC new 9 to Kidd's design . . . Tom McMahon, former pres., Chicago District GA former pres. and now Southern California GA official was at the PGA with his former business partner and Chicago District pres., Harry Radix, the world's No. 1 golf tournament fan . . . McMahon, a handicap system and rules expert says that the rule which allows leaving the pin in the hole could produce hot arguments because if you can't prove your ball hit the pin below the level of the hole you are subject to a two stroke penalty.

On Virginia side of Potomac the following courses are being built . . . Cedar Crest CC, near Centreville, Springfield CC and Chantilly National G&CC, also near Centreville . . . Chantilly, part of a real estate venture, is 18 holes and was planned by Ault and Jamison . . . Alex McKay is supervising construction . . . Cedar Crest will have 18 of its 36 ready by October . . . Springfield, 18 holes, is part of real estate development.

When Washington's municipal Ft. Dupont opened its second 9, the number of holes operated by the city was brought to 90.

(Continued on page 78)

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81,430,000 Round Total for Year

Continued Surge of Women's Interest in Golf Increases Sales, Play in 1959

By **HERB GRAFFIS**

GOLF PLAY for 1959 will be about 11 per cent ahead of 1958 and shop sales will almost be seven per cent ahead of last year, according to observations and estimates of professionals in all sections of the country.

Each year professionals cooperate with GOLFDOM in taking a good, clear look at the golf business. These men have proved such able forecasters that their data has made GOLFDOM's annual report remarkably accurate advance information on what the score will be in the golf business for the year.

There are 3,454 9-hole and 2,535 18-hole courses in operation in the U.S. Soundly-based, conservative estimates place the number of 9-hole rounds for this year at 33,736,000 and the number of 18-hole rounds at 47,694,000. The total of 81,430,000 rounds was registered despite a slow start in some areas due to wet and cold weather and a slowdown because of hot and humid weather in July and August in many districts. The bad weather in late summer seriously damaged many courses and again demonstrated that course condition and volume of play are parallel lines on the golf business chart.

Comfortable Clothing Helps

Increased comfort, with style, in women's and men's golf apparel has encouraged many to play more golf than they formerly did in intensely hot weather.

Growth of women's golf play continues to dominate the game's development.

About 15 per cent more rounds will be played by women in 1959 than last year. Pros estimate that the increase in teenage girl instruction at schools and on golf courses will show 1959 averaging about 12 per cent ahead of 1958.

Junior play at public courses is steadily increasing but no general estimate of this year's increase can be made. Not enough figures are available.

Kids playing the public courses usually are graduates of pro classes, have good golf manners and play without delay. There hasn't been much increase in junior play at private clubs. Lack of encouragement by officials, and not necessarily slow play by members and the boom in women's play, explain why private courses lag behind public courses in use by young-

Pro Report at A Glance

- Play up 11 per cent over 1958
 - Pro Shop Sales 7 per cent ahead of 1958
 - Women's Play 15 per cent ahead of 1958
 - Junior Play — trend is upward but accurate figures aren't available
 - Women's Club Purchases up 20 per cent over 1958
 - Women's Lessons up 15 per cent over last year
 - Trade-Ins figure in 57 per cent of new club sales
-



Michigan PGA pros, who took part in the sixth tournament conducted by the Veterans' Administration Hospital in Battle Creek, line up to get their awards from William J. Moore (r) of the VA's special service. From left are Ron LaParl, Glenn Stuart, Ben Lula, Gene Bone, Joe Belfore, Larry Tomasino and Tom Talkington. Tomasino and Bone tied with 64s over the Par 34 VA layout and Tomasino defeated the defending champion in a playoff. Talkington, Lula and Stuart had 65s with Lula claiming third place following a playoff. Warren Orlick and John Monitz had aces. Orlick's came on the 110-yard 6th hole on which his playing partners followed with a 2, a 3 and a 4. Hospital patients caddied for the pros who have donated much of the equipment used by 200 Hospital golfers. Golf building also was built by pros.

sters, so pros comment.

Boom in Women's Buying

Women's buying of apparel for themselves and others of their family shows another good increase this year. Their purchases of clubs are up about 20 per cent, the increase being equal to that of women golfers. Sets of five irons and two woods are the big sellers to women at pro shops this year. Some pros have been very successful selling moderate-priced clubs and bags to women at private and pay-play courses.

Golf ball buying by women still is far short of the men's rate. Pros report they haven't yet solved the problem of getting women, who need every possible help in getting distance, to keep from handicapping themselves with balls that are too old to have much elasticity and which have been played so much they've been batted out of condition.

Last Too Long

From the sellers' viewpoint, golf balls last too long. Estimates of play and of golf ball sales this year indicate that the ball averages two rounds. Not so very long ago when the top grade ball was selling at 75 cents the ball figures on production and the rounds played were approximately equal.

Up to about 10 years ago, golf balls accounted for about 50 per cent of most pro shops' sales revenue. This year the majority of shops will show about 30 per

cent of their sales income due to balls. The increase in clothing and shoe sales at pro shops has cut down the ball (and club and bag) percentage of entire volume even though the pros, especially those at private clubs, are getting a larger percentage of members' golf playing equipment business than they got a decade ago.

As any one who knows golf business has learned, averages can be misleading. None of GOLFDOM's staff ever has seen an "average" golf club.

Sales by Percentages

As a general guidance, information GOLFDOM has received from representative pros at private, semi-private and public courses, shows that their own and other pro shop businesses in their territories has the following percentages of sales income as the "average" and as high and low figures:

Balls . . . 30 per cent; High . . . 55;
Low . . . 25

Clubs . . . 30 per cent; High . . . 60;
Low . . . 10

Bags . . . 10 per cent; High . . . 25;
Low . . . 5

Apparel . . . 22 per cent; High . . . 50;
Low . . . 5

Shoes . . . 8 per cent; High . . . 25;
Low . . . 5

Conditions accounting for the variations are interesting and practically limitless. Some of the low percentages are bal-

(Continued on page 104)