Our golf club line for 1947 is composed of 5 new woods, 4 new irons, and auxiliary clubs.

The now famous Trophy Plus and International golf balls will be available in increasingly larger quantities in 1947 than was possible in 1946. A brand new caddie bag line designed specially for pro shop sale will be ready for early spring delivery, as will a very complete line of golf clothing and sundry items.

PRO TO HAVE GREATER BUSINESS AND RESPONSIBILITIES

By L. B. ICELY
Pres., Wilson Sporting Goods Co.

It is my opinion the immediate 5 years ahead will bring an unprecedented increase in golf participation and therefore a corresponding expansion of business activity for the golf professionals.

As a result of careful studies, it is my firm conviction the golf market for goods and services will far exceed in these oncoming years the growth for any similar preceding period. It is for this reason the Wilson company is applying the wartime stored-up scientific developments to the implements of the game and has added to its facilities for the manufacture and distribution of greater quantities of quality golf merchandise.

With this confidently expected increase in participation and resultant volume, it seems to me the professionals, both individually and collectively, might well continue their efforts of specialization in every phase of their business activities, not the least of which being a close study in the growing demand for men's and women's apparel for the game.

There are great opportunities ahead of the golf business and with them there will be for the professionals, as with ourselves, greater responsibilities; they will be many and varied but of them the most important will be the rendering of customer satisfaction, and here by the close contact and intimate knowledge of the requirements of each club member the professional has the particular advantage—and I would add responsibility—of suiting the customer and thereby rendering ready satisfaction.

The expansion of business activity insofar as golf clubs are concerned will be influenced by two important factors: viz., outfitting of new people taking up the game and the replacement of outmoded equipment. The extent of the latter can be gauged by the fact that progressive improvements were not produced during the long interval during the war years and therefore there is a pronounced evidence of obsolescence between pre-war clubs and those carrying the scientific advantages of these post-war days. The simple fact of the new models outperforming the old time clubs—based on the simplified and improved results by