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.

XMAS GIFTS, SPRING STOCKS, SHOULD BE PRO THOUGHTS
By J. C. BRYDON
V.P., Worthington Ball Co.

The golfing year of 1947 should be the most successful and profitable in the history of the game for golf professionals, clubs and owners of golf courses.

The increase in play this season over 1946 at most courses is from 20 to 30 per cent. Shortages of equipment, balls, tees, and accessories this year held back 1946 from being the biggest ever although the dollar volume reached an all-time high.

Golf pros should start planning now for the 1947 season, placing orders with manufacturers for their normal requirements. The wise pro will take in stock during the winter months a certain percentage of his requirements in golf equipment, balls, etc. so as to have on hand a representative stock for the spring opening. By doing so the professionals will not only assure their members of balls and equipment to open the season, but start the season with a little more money in the till.

The 1947 pro has success practically in the bag! 1947 will be the biggest in history so take in the merchandise you are financially able to handle and be ready for it.

Don’t miss Christmas selling this year. Get ahead of the downtown merchant, and take orders now for Christmas delivery from your members. What could be a more pleasant surprise for Dad, Mom, Junior, and Sis than a dozen good quality golf balls below the Christmas tree on Christmas morning? Your members will bless you! See that your members buy their golfer friends something in the golf line even if it’s only a pair of golf socks.

Yes, everyone could have sold more merchandise in ’46, but if sufficient merchandise was dumped in every golf pro’s lap, where would he be? —Longing for the old days of shortages! Such is life! The shortage of golf supplies has done the golfer a lot of good—he’ll appreciate his golf pro more than ever.

The golf pro is to be commended for his cooperation with manufacturers during the 1946 season. He has appreciated the difficulties of manufacturing, material shortages as well as shortage of labor. 1947 should see an upper trend in merchandise available. It is the policy of our company, whatever the amount of crude rubber allocated to golf ball manufacturers, to use every effort to increase the percentage of our output for selling to the golf professional.

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
The health-giving properties of golf have far-reaching effects. The game of golf has proven a great rehabilitator for the boys of our armed services, and all of those who took up golf during 1947 have started playing the game since the war. Dur- ing the early part of 1947 is the price, and that is bound to be up, because of the fact that everything the Golf Solves Problems of War’s Aftermath

By H. C. LAGERBLADE


The year 1947 promises to be a year of change, for the materials that were formerly considered indispensable for the manufacture of golf clubs are now not available in sufficient quantities to take care of the demand. Because of this unusual situation, suitable substitutes must be found; as is often the case, a substitute may be found that will eventually replace the original.

The keenest shortage at this time, of course, is persimmon wood for golf club heads. There is no doubt that this wood is by all odds the very best obtainable for the purpose. Unfortunately, however, the persimmon trees from which the wood is cut have been under water for many months and the problem of logging is very difficult, and the prospects do not look too good for the year 1947.

In addition to the shortage of this wood, the cost of producing the heads has also gone up, so that the cost of the completed clubs must of necessity be increased.

There are at least two substitutes for this persimmon. One is plastic; the other is of laminated construction. The plastic head has been experimented with for some time by various golf club manufacturers, and there is not much doubt but what some time during 1947, a head made of plastic will be on the market. The cost of tooling for plastic heads is terrific but the cost of the finished molded head is not too much out of line.

The laminated substitute for the persimmon head is produced by cementing a plurality of several hardwood thin sheets together, then turning this laminated construction down to the shape of a golf head.

The tool cost for the producing of the latter type of head is not very great, but the cost of the finished head is high because of the extra labor involved.

Another serious shortage in the golf business is leather for grips. The cost of this item is very high and in addition, high quality calf skins for golf grips are practically off the market, at least temporarily.

All kinds of leather is being used, but none as yet has been developed that takes the place of genuine calf skin. Here, also, plastics are being tried out and it is safe to assume that something will be produced of some other material that will take the place of leather, to a certain extent.

The only certain thing about golf clubs for the early part of 1947 is the price, and that is bound to be up, because of the fact that everything going into a golf club has gone up in cost.

The golf ball situation is more encouraging, however, for the crude rubber supply is getting better all the time, so the scarcity of balls should be, to a large extent, eliminated.

The golf bag situation, also, is some better, although substitutes will be used more and more where formerly leather was considered the only material.

Gulf Solves Problems

Gulf Solves Problems

OF WAR’S AFTERMATH

By H. C. LAGERBLADE


The year 1947 promises to be a year of change for the golf professional. These changes may have far-reaching effects. The game of golf has proven a great rehabilitator for the boys of our armed services, and all of those who took up golf at any of our hospitals are walking advocates of the health-giving properties of golf. Hence, for many years, the pro can look forward to good business at his chosen profession of teaching, and supplying of golf equipment.

The equipment that will be available will show some change, for the materials that were formerly considered indispensable for the manufacture of golf clubs are now not available in sufficient quantities to take care of the demand. Because of this unusual situation, suitable substitutes must be found; as is often the case, a substitute may be found that will eventually replace the original.

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