There will be numerous improvements as well as additions to the club line; increased production of golf balls to meet the demand; refinements and style developments in golf bags; a new style spike with a broader base in the shoe line; and new knit head covers to complete a wide range of sundries in the Wilson line for 1948.

Gruv-Grip and Strata-Bloc will be features of new Gene Sarazen personal model woods and irons, the Sam Snead and Patty Berg Signatures. The finish on wood heads now is composed of same ingredients as before the war with a general facelift in appearance using decals instead of stamping. Number five woods will be in production for the first time since the war.

Golf balls require more technique in production than any other product. Our production is up because we have improved machinery thus assuring uniformity of quality and packaging with a special Christmas wrapper planned for Christmas selling.

Production in golf bags in 1948 is expected to exceed that of 1947. The hoseduck is back and available again. The plastic coated bag introduced a year ago has wide acceptance and will be improved for '48 trade.

The new style spike on Wilson golf shoes makes a lighter weight shoe, according to staff players. We feel the additions and improvements in equipment Wilson is making for 1948 will provide the pro and the player with the widest range of quality merchandise the company has offered.

HILLERICH & BRADSBY ADD NEW LINE FOR 1948 PRO TRADE

By Bill Kaiser
Hillerich & Bradsby Co.

We are again featuring genuine persimmon in all wood models and we are carrying stainless steel in our top line of irons. In addition the True Temper shaft is being featured throughout our golf line.

A new line of woods and irons personally designed that will carry the Bill Kaiser autograph has been added for 1948 distribution. This line will be sold exclusively through golf professionals, the same as our Louisville Power Bilt line.

We have endeavored to keep our price within the range of every golfer, for we realize that if the price of clubs continues to rise, there will be some golfers who will think the game is getting out of bounds. We have golf clubs available in price ranges for all golfers.

Everything possible is being done as far as production is concerned to take care of the demand, but we will not do anything that will in any way effect the top quality we have always strived for in our Power Bilt equipment.

HYSPEED AND FORESPOT BALLS BURKE FEATURES FOR PROS IN '48

By Sam Holler, Sales Manager,
Burke Golf, Inc.

Throughout the 1948 season Burke Golf, Inc. will be featuring the Recorded line of woods and
"T"WELVE years' experience shows that AGRICO COUNTRY CLUB FERTILIZER produces a good, heavy turf that stands up under hardest play even in hot Summer," says Riley E. Heckert, President, Central Penna. Greenkeepers Assn. "I fertilize fairways in Fall with Agrico, about 600 lbs. per acre, and top dress greens with Agrico in September, April and June, supplementing this with an application of AGRINITE Tankage in early Summer. I'm glad to recommend Agrico and Agrinite to all Greenkeepers to keep their courses in tournament condition all year around." Order AGRICO from your supplier, phone nearest A.A.C. Sales Office, or write to The AMERICAN AGRICULTURAL CHEMICAL Co. 50 Church Street, New York 7, N. Y.

GRASS SEED of "Known Quality" Tested for Purity and Germination Golf Supplies & Equipment Immediate Service

Worthington Ball Production Up
By J. C. Brydon, Vice president, The Worthington Ball Co.

We feel, on the basis of the past season's experience, that the prospects for the golf professional in 1948 will outdistance the strides made in his business in 1947. There will be a big increase in play in 1948. Every pro should set his sights for a successful season.

Worthington business with golf professionals throughout the country exceeded our expectations. We can safely say our pro trade business increased approximately 50 per cent over any previous year. This gives you some idea of why we are so enthusiastic about pro shop business for 1948.

Worthington ball production will be stepped up to meet the anticipated demand so there will be plenty for the pro trade. Pros with an eye for business should take advantage of the Christmas season and make his shop a center for appropriate gift purchases. Our policy of continual improvement in quality coupled with increased production should pave the way for better pro business.

Acushnet Looks to Banner Year
By F. W. Bommer, President, Acushnet Process Sales Co.

The greatest season in company history presages a banner year in 1948 for ACUSHNET golf balls. The return of better materials to the market makes possible continued improvement in our Titleist line.

Cooperation of golf professionals in the majority of pro shops in this country leads us to make the statement that there is an even greater acceptance of ACUSHNETS than before. Increasing interest by pros in becoming better merchandisers—a result of the lean war years when golf clubs and balls were scarce or not available and they had to turn to other equipment items to sell—is proving a direct benefit to not only the pro but everyone in the industry. The appreciation and thanks of all of us go to those who have been able to carry on successful merchandising programs.