

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