

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

advance users—will cause a heavy turn-over.

To be able to meet the more immediate and near future increase in business volume, the golf professionals of course require merchandise, and on this very important phase of the complete picture I would point to the gradual improvement in raw material supplies, which together with the new manufacturing techniques will progressively yield an increasing quantity of quality production.

There are great opportunities ahead for further advancement of the golf professional business.

H & B ADJUSTS TO MEET 1947's HUGE DEMAND

By **BILL KAISER**

Hillerich & Bradsby Co.

Interest in golf is definitely on the increase, as is evidenced by the great number of persons who have started playing the game since the war. During the war the Government advocated a broad physical fitness program, which included the promotion of all sports; golf has played an important part in this. Many organizations, such as the Athletic Institute and the PGA have followed up this physical fitness program. The interest created by the various golf tournaments promoted by the PGA should attract many new golfers, which of course will mean more lessons for the professionals during 1947.

The demand for merchandise has been tremendous. When the manufacturers started back into production at the beginning of 1946 after years of war work, materials were scarce and many other problems confronted them, so it is easy to understand why they could not produce enough clubs to meet the demand. This condition still exists.

In view of this situation, we are concentrating on an abbreviated line, using patterns and models that have been proved and accepted, in order to get the most production. We feel confident that this policy will meet with the approval of the golf professionals.

The moment we are able to obtain new materials, we can add the new ideas on which we have been working and broaden our line.

The picture for the professional in 1947 should be bright even though we cannot tell at the present time what the material situation will be by the time the 1947 golf season rolls around.

GOLF SOLVES PROBLEMS OF WAR'S AFTERMATH

By **H. C. LAGERBLADE**

Pres., Horton Mfg. Co.

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.

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.