

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.

While the foregoing conditions make the manufacture of golf equipment rather difficult at this time, the fact still remains that more and more golf will be played than ever before, and the difficulties that are now being encountered will gradually disappear, so that by the end of 1947, golf should be in a more normal state, as far as equipment is concerned.

PROS PROGRESS AS MERCHANT ASSURES 'HAPPY NEW YEAR'

By F. W. BOMMER

Pres., Acushnet Process Sales Co.

This season we made only our 3 types of first grade balls. The Titleist, for professional use, being the high compression number; the Titleist, for experts only, a somewhat lower compression ball for the golfer whose drives are not so long; and the Bedford, the tough cover ball for the higher handicap players. Whether or not there will be other grade balls in the Acushnet 1947 line depends on whether or not we have the materials available and additional labor to produce.

Of course, in merchandising Acushnet balls, we will continue our "24 carat policy" of selling every golf ball we make through the pro shop.

I am one of the people who naturally believes that the place to sell golf merchandise is in the pro shop; and all our consumer advertising is pointed with that idea in view. Many pros, because they have been unable to get all the clubs and golf balls they needed, have introduced other golf items and our reports show that they have been highly successful in selling them.

I believe the pro is becoming a better merchant and in many cases has developed such a fine friendly relation with the players that they are patronizing him now more than before.

The golf professional in the United States, it seems to me, is becoming more and more an institution unique in itself. He is getting farther away from the menial status that used to prevail and still does, in some of the foreign countries. I see a very fine future for the man who adopts the golf profession as his life's work.

Barring a major business depression I cannot help but feel that golf play will increase continuously during the next 5 years.

PROFIT PICTURE FOR PROS BETTER IN 1947

By G. T. MCCARTHY

Mgr., Golf Ball Sales, United States Rubber Co.

The picture is a much brighter one than confronted everyone at the opening of the 1946 golf season, and because it was impossible to ship more than a fraction of the U. S. Royals required by the golf professionals during the past year, it is with a sigh of relief that we approach the end of the present major golfing season.

It is doubtful that with the tremendous increase in golf everyone will be able to obtain all of the golf balls they will want but it is assured that the supply will be more plentiful than during the past season.

In 1947 the United States Rubber Co. will offer golfers, through golf professionals, two exceptionally fine golf balls, the U. S. Royal (Blue) golf ball for the professional and low-scoring amateur and the U. S. Royal (Red) golf ball for the golfer who likes a ball with extra durability plus plenty of distance.

Every effort will be made by us to produce golf balls in sufficient quantities to enable all professionals to take care of their requirements.

We also have plans which indicate that during 1947 we shall be able to offer professionals greater quantities and styles of U. S. Royal golf gloves.

Therefore, as we look ahead at the 1947 golf season the future seems much brighter than ever before for the golf professional and the game.

PRO PROSPECTS BRIGHT DESPITE SHORTAGES IN 1947

By GRAHAM JOHNSTON

V. P. North British Rubber Import Co. of America, Inc.

It is our intention to have North British golf balls on the market again this coming Spring, if not sooner, and the price will be \$1.25 retail. This will be the same ball as was selling for \$1.10 retail prior to the war. We are not going to go into any cheaper grades at this time for we only have limited raw materials and the labor situation is to say the least, not good. The chief difficulty as far as labor is concerned is that of getting back female help which, except for some of the heavier work, we rely upon for the manufacture of golf balls.

The position in Britain is about the same as it is in the U. S. as far as women help is concerned. They made a great deal of money during the war, manufacturing war goods of one sort or another and were able as a result to save fairly substantial sums. When their husbands or boy friends came home, they took time off to be with the men. In many cases they have no intention of returning to work until their savings are spent.

I think that as far as the golf professional's future is concerned that they will still have to regard next year as one where there will be shortages of the things that are really needed, such as golf balls, golf clubs, golf bags (particularly in leather) and likewise golf shoes. These unfortunately happen to be items where the pro does a substantial volume of business in dollars and cents and of course, if there is a scarcity of these items, naturally earnings will be affected.

During the war golf professionals had to feature new merchandise and have learned that many items that they did not carry in the pro shop before were very saleable and that their pro shop was a "natural" as an outlet for many items never seen before at golf and country clubs. They have