

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