

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

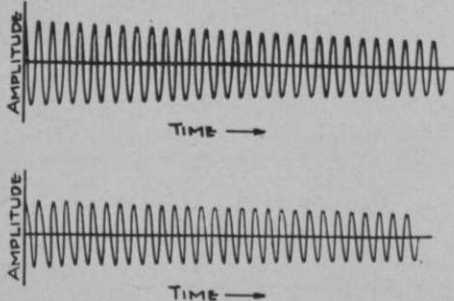
developed their sports apparel and enlarged the line so that they have made their shops look more like a small attractive resort store, which is after all what a pro shop should look like. Merchandise that is a little different and that is of the highest class should be sold readily through pro outlets.

I feel quite certain that all the pros that survived the war famine of golf merchandise will certainly get by next year and do a lot better, for all the items that were scarce before will gradually come back and eventually production will catch up with the demand.

It looks as though we are over the worst and that 1947 should be the definite turning point for things getting back to normal.

STAINLESS STEEL WITH "SWEET FEEL"

Spalding is using in its 1947 irons a special stainless steel head that has the same "feel" as the mild English steel formerly used. In testing materials to make sure that the chosen stainless steel was of performance quality equal to that of previously used material, tests were made in a highly sensitive machine which recorded vibrations resulting from simulated blow of an iron head against a golf ball. The upper curve is that of the vibrations of the mild English steel and the lower graph the vibration curve of the new stainless steel.



PRO GOODS ARE 1947 SPALDING FEATURES

Harry Amtmann, A. G. Spalding & Bros., Inc., advertising mgr. says:

"For 1947 Spalding has designed an entirely new line of woods and irons exclusively for pro distribution. There are various models that enable him to outfit all types of men and women golfers from the low handicap player to those who score an average game. Highlights of the golf line Spalding presents for 1947:

"The 1947 golf clubs (sold exclusively through pros) will be known as the Spalding Tournament and will bear no famous player's name.

"The set of 4 registered wood clubs are designed with the driver having ample depth in the face, so desired by top players. The brassie, spoon and short spoon have been designed for maximum distance on fairway shots, even from a poor lie.

"The registered irons will have the new Spalding design 'Off-Set' blade, nearest possible thing to

a perfect hitting line, and will continue to have the famous short hosel which permits the placing of added weight behind the ball. They'll be available in stainless steel that has all of the 'feel' formerly found in mild English steel. Or if preferred the mild English steel heads can also be had.

"Of course the pro can secure the entire Spalding golf line including Bobby Jones woods and cushion-neck irons, as well as Jimmy Thomson woods.

"The famous Spalding 'Dot', the ball played by more golfers than any other in America, will be available in ever increasing quantities for exclusive pro distribution as before, and in addition he will also have exclusively the Spalding 'Top-Flite' tough cover ball. The Spalding 'Air-Flite' and 'Kro-Flite' golf balls are also available to him.

"We have also designed a line of Betty Jameson woods and irons that are made exclusively for women golfers. The Jones woods and irons can also be had in suitable models for women.

"The famous 'Cash-In' putter played by more golfers than any other in America will also be back in ever-increasing quantities in the 1947 line."

CLUB CRAFTSMAN



Ernest Ary, who's been making MacGregor clubs for 30 years, shows Jim Demaret a fine point of the art. Ernie originally was a wood head maker but now is in charge of the custom dept. for MacGregor. He also works with the company's pro staff in designing the new iron models, and has schooled the GIs who have increased MacGregor's factory personnel. With these duties his output of custom clubs is about 6 sets a week. Frank McAdams, another of the company's veteran experts, supervises the wood head custom production and design of new wood models.