

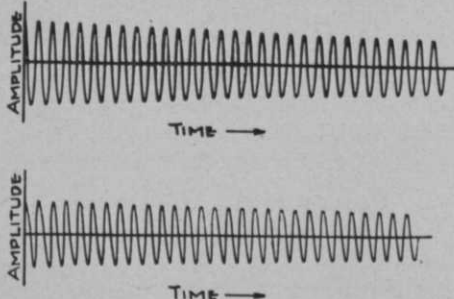
developed their sports apparel and enlarged the line so that they have made their shops look more like a small attractive resort store, which is after all what a pro shop should look like. Merchandise that is a little different and that is of the highest class should be sold readily through pro outlets.

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.