

MANUFACTURER'S PREVIEW

GOLF BALLS PLENTIFUL IN 1948, RESEARCH TO BEST PRE-WAR BALL

By G. T. McCarthy, Mgr., Golf Ball Sales
U. S. Rubber Co.

It is apparent that the shortage of golf balls is over and the pro will have plenty of balls to sell in 1948. The U. S. Rubber Co. will again offer to the golfing public through pro shops only, balls in two price classes—the U. S. Royal (Blue) for the pro and expert amateur and the U. S. Royal (Red), a specially built ball for the golfer who likes extra durability and good distance. These brands will retail for 95c each. The U. S. Fairway will retail for 70c each and will be available in greater quantities throughout 1948.

It is doubtful, because of material and labor costs, that golf balls to retail for less than 70c each will make their appearance in 1948.

Since the return of natural rubber, the U. S. Rubber Co. has concentrated its research and development resources at their plant in Providence, R.I., in developing better balls than pre-war. The picture for 1948, due to further improvements, is even brighter than it was in 1947. Announcements about these improvements will be made later.

U. S. Royal golf gloves will be available in greater quantities to meet demands. They will be offered to the pro for his members, in a DeLuxe Table Cut style as well as in an improved and more competitive, Block Cut type. New posters, as well as improved score cards, together with other sales helps, will be offered to the pro to aid him in making 1948 a banner year.

U. S. sales representatives are now taking advance orders for spring delivery to assure pro plenty of U. S. Royals and U. S. Royal golf gloves to start the new season.

To make it easy for the pro to wind up 1947 in a blaze of plus business, the U. S. Rubber Co. is offering U. S. Royal and U. S. Fairway golf balls put up in attractive Christmas gift packages.

MACGREGOR'S 1948 LINE OF MER- CHANDISE MOST COMPLETE IN COMPANY HISTORY

By Robert D. Rickey,
MacGregor Golf, Inc.

We will offer next year the most complete line in our Company's long history.

The Tommy Armour and Byron Nelson Tourney lines will again be featured. Both of these models have been vastly improved and should offer the professional a completely representative line to choose from. We are featuring several new wood laminated models in our line, which are manufactured in their entirety in our plant. There are also several new pitching irons exemplified by the Double Service Niblick, the most radical innovation in our golf club line.

Fred Metz, widely known in Rocky Mountain area sports equipment circles, recently appointed golf sales rep. of MacGregor Golf, Inc., Cincinnati, for Co'o., Wyo., and New Mexico with headquarters in Denver, by Henry P. Cowen, pres. and gen. mgr.



We have "field tested" the new Tourney golf ball these past six months in all the major tournaments and hope to announce very soon our anticipated program for the ensuing year.

Bill McNulty, sales mgr., has contracted for an extremely representative golf bag and accessory line, which features many of the favorites of the past season, such as the popular G-10 Golf Pax.

The stability acquired by the textile market in the past year has allowed Mac to assemble a complete sportswear line, too. The actual number of units in the line has been reduced in order to achieve greater continuity.

The new Wolwood shirt I'm sure will be headlined in many pro shops. The line again includes the popular Field shirt, the washable cotton shirt that retails at \$4.00.

In our recent publicity release we told of an expansion program we had undertaken to offer better service from our branch offices with new locations in Chicago, Detroit, Los Angeles, and San Francisco, which afford us much better facilities to service our professional accounts in those territories.

NEW SPRINGFIELD CUSTOMBILT PRO LINE ANNOUNCED FOR 1948

By Norrie Savaria, Pres.,
Sporting Goods, Inc.

Here is the golfing news-of-the-year—a club-making development which permits pros to prescribe clubs to fit the player with prescription-like certainty. It's done with the four new models of the Two-Action Shaft. With every set of CUSTOMBUILTS sold by the professional, the correct Two-Action Shaft can be prescribed—the one that fits the member's personal requirements;

PRO-FLEX for the hard hitting professional,
TOURNA-FLEX for the tournament-playing amateur,

CLUB-FLEX for the average golfer, and
MAXI-FLEX for the older golfer.

There are, in addition, three features of the prescription clubs which provide the opportunity to resell every member of the club with these