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There will be numerous improvements as well as additions to the club line; increased production of golf balls to meet the demand; refinements and style developments in golf bags; a new style spike with a broader base in the shoe line; and new knit head covers to complete a wide range of sundries in the Wilson line for 1948.

Gruv-Grip and Strata-Bloc will be features of new Gene Sarazen personal model woods and irons, the Sam Snead and Patty Berg Signatures. The finish on wood heads now is composed of same ingredients as before the war with a general facelifting in appearance using decals instead of stamping. Number five woods will be in production for the first time since the war.

Golf balls require more technique in production than any other product. Our production is up because we have improved machinery thus assuring uniformity of quality and packaging with a special Christmas wrapper planned for Christmas selling.

Production in golf bags in 1948 is expected to exceed that of 1947. The hoseduck is back and available again. The plastic coated bag introduced a year ago has wide acceptance and will be improved for '48 trade.

The new style spike on Wilson golf shoes makes a lighter weight shoe, according to staff players. We feel the additions and improvements in equipment Wilson is making for 1948 will provide the pro and the player with the widest range of quality merchandise the company has offered.

**HILLERICH & BRADSBY ADD NEW
LINE FOR 1948 PRO TRADE**

By Bill Kaiser
Hillerich & Bradsby Co.

We are again featuring genuine persimmon in all wood models and we are carrying stainless steel in our top line of irons. In addition the True Temper shaft is being featured throughout our golf line.

A new line of woods and irons personally designed that will carry the Bill Kaiser autograph has been added for 1948 distribution. This line will be sold exclusively through golf professionals, the same as our Louisville Power Bilt line.

We have endeavored to keep our price within the range of every golfer, for we realize that if the price of clubs continues to rise, there will be some golfers who will think the game is getting out of bounds. We have golf clubs available in price ranges for all golfers.

Everything possible is being done as far as production is concerned to take care of the demand, but we will not do anything that will in any way effect the top quality we have always strived for in our Power Bilt equipment.

**HYSPEED AND FORESPOT BALLS
BURKE FEATURES FOR PROS IN '48**

By Sam Holler, Sales Manager,
Burke Golf, Inc.

Throughout the 1948 season Burke Golf, Inc. will be featuring the Recorded line of woods and

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