



CLUB AND BALL MAKERS MEET

Members of the golf club and ball manufacturers' associations pause, Sept. 19, during their meeting at Blackstone hotel, Chicago, for lunch with PGA and National Golf Foundation officials as their guests.

more constant, excessive inventories have been reduced and are no longer a burden. Production is up again, and with continued government spending for defense there is little reason to fear unemployment.

It's true that the prolonged shutdown of the steel industry by strike created an artificial scarcity, so that total output of steel this year will be less than produced in 1951, but most civilian-goods manufacturers are receiving ample stock for normal operations. Today, therefore, it does not appear that steel, a major factor in the golf industry, will have much effect on the availability of golf equipment. An adequate supply for the 1953 season is in prospect.

One significant action that may be reflected in golf, as in all other business, is in the direction of government relaxation or suspension of price controls. The new wage pattern in the steel industry cannot be overlooked, and it is possible that this eventually will have an effect on price levels. By no means is this statement intended to provoke hectic or stampede buying on the part of our trade, however, nor is it implied that ceiling price controls of golf equipment will be suspended. Nevertheless, there is little if any reason to suppose that present prices will go lower.

As foresighted professionals begin planning now on their next season's equipment requirements and place their orders early with the manufacturers to insure satisfactory delivery, we are inclined to repeat a previous recommenda-

tion that merchandise should be stocked only in such quantities as can be efficiently carried consistent with proper turnover during the year.

Altogether the outlook for professional golf in 1953 is for a continuance of brisk business, with sales maintaining a high level where service, aggressive merchandising and promotion are combined with intelligent, vigorous effort.

Lengthening Playing Season Is Paying Pros and Clubs

By BILL KAISER
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The outlook for pro golf business in 1953 appears at this time to be very bright. Since the lifting of restrictions has made it possible for new courses to be built in every community, more and more people should be able to play the game.

It is my belief that participation in the game by ladies and junior golfers is definitely on the upswing. Golf pros have promoted this in a big way in 1952 and I know that they will have an even greater program in 1953.

Even with the droughts in many sections of the country in 1952, pros have reported that golf activity was far better than in previous years. Also, it appears that the pros in most sections of the country are trying to keep their members playing whereas in past years it was the opinion of many that right after Labor Day the golf season was over. I have found that even in sections of the country where the weather gets extremely