

cold, many people continue to play, stopping only when snow and other conditions make it impossible.

Many manufacturers in the business supply the professionals with promotional material such as Christmas letters that they can send to their members early in December. The members also welcome this, as many would patronize the pros if they knew exactly what gifts were available.

I believe that if the golf professionals will handle their business operations properly, they can be very optimistic about business in 1953.

### Bowman Sees Golf Interest and Sales Larger in '53

By FRED J. BOWMAN  
Pres., Wilson Sporting Goods Co.

Continuing increase of play, especially among women and juniors, will make 1953 golf activity greater than that of this year. The problem that all golf faces is to get facilities adequate to the demand. The National Golf Foundation, supported by leading playing equipment makers to promote the growth of golf has quite a program planned for getting more courses built and in this general picture the professional plays a highly important role as the one who can campaign from a position of information, influence and fore-

sight for his own interests as well as the recreation of the public.

The matter of reducing the time required for golf is one in which the professionals can be exceedingly helpful to the public. Judicious arrangements for starting times at courses and all means that can be employed with ingenuity and good judgment to have play moving pleasantly fast on courses are matters of increasing importance to professionals.

From all advance indications, there should be more golf equipment sold in 1953 than in 1952 due to the interest shown in recent months. For professionals there should be a big market in the replacement of golf equipment. Inventories of most professionals are in much better shape than a year ago, especially in golf balls. Many professionals felt that for the protection of their members, they needed a large inventory in case a shortage should develop. Now, this inventory has been pretty well cleaned out, and in the past 90 days demand for golf balls has run quite high.

There is a special market for the professionals in replacement of clubs for players 50 years of age and over. In the case of those players, their swing and entire game has changed a little, but often they continue to use the same clubs that fit their game when they were younger and stronger. There is an ex-

*There is  
Only One*

# PMAS

The proven  
**HERBICIDE-  
FUNGICIDE**

*Top Score  
given*

**PMAS**  
in college tests



## SNOWMOLD

is no problem for the Greenkeeper who uses P M A S. Applied in late fall and early winter, P M A S safely conditions greens to withstand disease though blanketed by snow throughout a long winter.

Don't fail to read Cleary's "Turf Tips" No. 22c. It gives the real story on Snowmold tests . . . comparative results obtained at the National Turf Fungicide Trials, Washington State Agricultural Experiment Station. Send for your copy if you haven't already received one.

Yes, P M A S is becoming, more and more, the golf man's favorite material for year 'round control of fungus diseases such as Copper Spot, Dollar Spot, Brown Patch and Pink Patch, not to mention its spectacular action in knocking out Crabgrass!

Ask your Dealer or Write or Wire Us for information

## W. A. CLEARY CORPORATION

NEW BRUNSWICK, NEW JERSEY

cellent opportunity to do an outstanding selling job on the replacement of clubs due to the flex of the shaft, plus loft and lies which are affected by the changing ages.

Another excellent opportunity for building increased business is the rearrangement of pro shops to receive the maximum benefits for merchandising.

In regard to golf equipment prices for 1953, there were practically no increases last year although there were definite increases in labor and most raw materials, such as steel. Even though manufacturers' production costs have increased, the outlook for the coming year indicates that there will be very few increases in prices. Present prices probably can be maintained unless the costs continue to rise.

The Wilson pro line of clubs, balls, bags and accessories, has been completely restyled for 1953 with a better selection of merchandise, more attractive stamping and packaging. Our salesmen are showing the new line now and the reception has been excellent.

To aid production it would be a tremendous help and would assure a more definite delivery schedule if professionals would place their orders early so manufacturers could plan accordingly. Raw materials must be purchased, production schedules must be set, and a great deal of advance planning is necessary in our complex labor picture today.

### Low Inventories Put Pros in Good Shape for 1953

By **GEORGE DAWSON**

VP in charge of sales, A. G. Spalding Bros., Inc.

Professional golf will start 1953 in sound condition because of pro shop inventories now being lower than at any other time since manufacture and delivery of golf playing equipment was resumed after World War II. This is a significant indication of excellent business judgment by the club pros. By reducing their inventories to a very low

point as 1952 ends, pros are in excellent cash position and have shops cleared for presentation of fresh merchandise.

Fall ordering by professionals reflects a careful study of their respective markets. It shows conservative optimism and is based on having well selected stock adequate enough to encourage buying when the early season enthusiasm of players makes them most responsive to display of attractive new equipment.

Steady profit on balls and clubs of the high standard that pros can unreservedly endorse rather than risky experiments has become so generally the policy of pro buying and selling that sharp fluctuations in the pro golf business are no longer to be expected, except in cases of serious national slumps in all peace-time lines of merchandise.

There is every reason to be confident that the professionals' persistent and well-conducted promotion work will maintain its steady increase as a market-building factor. The constantly growing public interest in playing golf also figures very prominently in pointing to 1953 as a good year for golf businessmen.

### Acushnet President Sees Good Year Ahead

By **FRED W. BOOMER**  
Pres., Acushnet Process Sales Co.

As pro shop inventories which have presented a problem to professionals during the past year now have been sold out it seems to us that professionals are sure to enjoy a lively open market again in 1953. The players who also had stocked heavily now have used the golf balls they bought when the Korean war scare buying was active, and as many such buyers were among the most frequent players their return to the market will have an appreciable effort on pro shop sales.

Acushnet has had a successful 1952 due to the tremendous reception given the new Titleist and believes that all signs point to an excellent normal year for the pros and ourselves in 1953.

## PROMotion for Christmas sales

Professionals are really going after their players' Christmas gift business this year. Up to October 2, pros had ordered 26,600 of the three-color mailers offered them in September GOLFDOM.

To help pros who are driving strong for Christmas sales GOLFDOM also has mailed more than 1400 Christmas PROMotion Packs containing 3-color pro shop posters featuring golf equipment and apparel for Christmas gifts. The pack also includes a catalog describing timely selling helps available from the National Golf Foundation. If you haven't already ordered your Christmas PROMotion write —

**GOLFDOM 407 So. Dearborn St., Chicago 5, Ill.**