

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.