

Bobby Jones First to Receive Waring Sportsmanship Award



Robert Tyre (Bobby) Jones, Jr. (center) became the first to receive the "Fred Waring Sportsmanship Award" to be presented annually by the National Old Masters Award Committee. The presentation was made by Francis R. Elliott, N. Y. (L). (Waring is at right.) before a gathering of more than 500 golfers and their friends at Shawnee Inn, Shawnee-On-Delaware, Pa., where the annual Bill Waite Memorial and the National Old Masters tournaments were being played. The award was created by the Old Masters "as a means of fostering and perpetuating the spirit, the integrity and the honor that is golf." The permanent award, a life-sized replica of a golf bag complete with set of sticks will hang permanently at Shawnee.

Promotion-Minded Pros Will Score

By JOHN W. SPROUL
Sales Mgr., General Products,
United States Rubber Co.

The golf professional who is continually promotion-minded is the one who will cash in in 1953. Promoting tournaments among the club members as frequently as practical is essential to keep up a continuous and real interest in golf. Tournaments of various kinds, that are appealing to all types and classes of golfers — men, women and children alike — at the clubs, are necessary to stimulate sufficient interest to bring out as large a percentage of the total membership week after week.

The golf professional who is interested in maintaining and increasing his active golfing membership will also arrange for children's classes periodically. It is only a matter of from five to ten years before these children will become the most ardent and best golfers in the club. Here, too, are the finest prospects for future sales of all types of golf equipment.

The golf ball business so far as the golf professional is concerned should again represent one of the best — if not the best — mediums for earnings in 1953.

The professional can again buy stocks from the manufacturer with confidence. The heavy carry-overs that were purchased during the "War Scare" of 1950 and 1951 have been liquidated and used up. His golfing members will want fresh, new stocks of balls with which to start the 1953 season. An adequate stock in the hands of the pro when his new season opens is essential if he is going to cash in to the fullest extent on early season sales. He may also feel secure against any possible change in the specifications of the standard American ball during the entire 1953 season and purchase adequate stocks without any reservations along these lines.

Every golf professional can and should take immediate advantage of the possibility for plus sales throughout the remaining weeks and months of the 1952 season by soliciting his entire membership for possible Christmas Gift volume. Nearly every member would welcome a suggestion from his pro that he purchase a quantity of specially Christmas-packaged golf balls to give to his or her family, friends and business acquaintances, thus solving for them a problem which always confronts them at this time of year. Every pro carries many items which make most acceptable gifts at Christmas time, and it is not too late right up to the week before Christmas to cash in on this plus business if the pro acts promptly.

In 1953 it will be to the advantage of all pros to carry an adequate stock of the 80¢ and 65¢ golf balls in order to properly serve those members who are beginners or occasional golfers, or those who want to play golf more economically. This will prevent those members from having to go elsewhere to purchase lower priced balls and will demonstrate to them that their golf professional is truly thinking of their interests in all respects.

We are sure that every golf professional will be glad to know that in 1953 U. S. Rubber will continue to sell U. S. Royal golf balls under its pro-only policy and to feature U. S. Royals and "Buy them from Your Pro" in all of its advertising and promotion material.

"Scare-Buying" Stocks Depleted Business Back to Normal

By J. C. BRYDON
Vice Pres., Worthington Ball Co.

There is every indication that the golf professional's stocks of golf balls are back to normal and we are informed that they are buying with more confidence for 1953.

We are offering our Sweet Shot and Wonderball to the professionals. They are brand new golf balls from center to cover. Tests show they will give outstanding performance.

The outlook for 1953, we feel confident,