

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,

is going to be a good year as the "scare-buying" stocks are all absorbed and business should be conducted at a normal basis.

Pro Business to Enjoy Substantial Growth

By VINCENT RICHARDS
Dunlop Tire and Rubber Corporation

It is my personal opinion that the business of professional golf will continue to enjoy substantial growth in 1953.

It is more essential this year than at any previous time for golf professionals to list seasonal requirements for 1953 in advance.

The Dunlop Tire & Rubber Corp., manufactures but one product for golf professionals—Maxfli golf balls. Sales of Maxflis after getting off to a slow start at the beginning of the year speeded up by mid summer to the point where today, despite increased production facilities, demand has forced delivery on a back-order basis. It will require maximum production to fill the orders on hand and to build up an inventory for 1953 expectations.

Competition May Be Tough in '53 but Pros Can Beat It

By ED P. RANKIN
Gen. Mgr., Walter Hagen Golf div.

It is my belief that 1953 holds in store very rosy prospects for the golf professional who prepares himself for it and is aggressive in his operations. There is no question in my mind but that the golf professional will have plenty of competition from lots of sources, but which he can meet very handily if he conducts his business on sound principles.

We are moving into a market that might be compared in some respects to 1941, at which time the golf professional had more competition than at any other time in our history, but those professionals who were progressive and who operated in an efficient manner, showed good financial returns for their efforts, which I believe will be true again not only of golf professionals, but of all business operations.

Our salesmen are now out showing our 1953 Hagen Line to the golf professionals and it is a new line in almost every respect.

We are offering to the professional an entirely new line of wood clubs in a range of attractive and unusual head finishes and which we are sure will be most enthusiastically received by the country's golfers. There are many new features in the Hagen Line, that give the professional lots to talk about in his selling. If he will use this ammunition I know his sales will be good.

The Ultra Iron which was received with

such great enthusiasm in all parts of the country, has been improved and it affords great selling possibilities.

Our putter and utility club line is very attractive as well as functional, and in any kind of a market there is great sales possibilities.

We intend to be very aggressive in our 1953 advertising, the theme of which will be quality and will direct golfers to the golf professional for the many services which he offers.

"Big Game" Pro Selling Advised for 1953

By J. A. SCHRAM
Pres., Burke Golf Sales, Inc.

Indications are the largest existing market for golf equipment will not fall apart at the seams anytime soon; nevertheless, big game takes a big gun. The selling efforts of professionals must keep pace with the selling technique of firms in non-competing lines (such as television, clothing, autos, etc.) because even in today's seemingly lush market, there is a definite limit to purchasing power.

Burke believes so strongly that energetic merchandising methods will increase 1953 volume that we have set up for the professional a new and unique service. We are making the promotional counsel of our advertising agency available to any golf professional who desires experienced merchandising help. This service is free and incurs no obligation whatsoever.

Here is something further of real business building importance—Look to the Ladies!—because the so-called weaker sex insists on finest cosmetics, the most modern clothes, it is relatively easy to build interest and develop the desire of lady golfers to buy the most fashionable new clubs. During 1952, Burke suggested to many professionals that they set up a small display of exclusive ladies' equipment; those who climbed aboard made many additional sales. We urge all professionals to adopt a similar policy in 1953. It will pay big dividends.

General Business Trend Shows Favorable Signs for Golf

By HENRY P. COWEN
Pres., MacGregor Golf Co.

Anticipating the outlook for future business activity is always a precarious assignment but it is reasonably safe to forecast that prospects are good for the next 12 months. An air of confidence has replaced the gloom of uncertainty of a year ago, and recognized economists as a group have generally shifted into an optimistic vein.

Consumer goods lines, according to one recent report, are picking up rapidly. People are buying steadily, prices are