

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



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
Hillerich and Bradsby Co.

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