

MANUFACTURERS SEE BIG YEAR IN 1947

THE HAIG TELLS WHAT HE HAS FOR PROS

By WALTER HAGEN

The way the situation impresses me is that on the one hand the country is getting over the war-time effects on civil life, and on the other, there is a greatly increased interest in sports participation. People seem to have learned they soften up a lot by merely looking on at games and now they want to at least put in part of their recreation time by actually playing some game or other.

This movement of what has been aptly described as it "Pays to Play," is indeed fortunate for golf, and the golf professionals in particular, for in a measure it provides the opportunity of returning to them the crop of business they as individuals by their free clinic classes and the PGA through its rehabilitation committee, have done so much to promote. Like all unselfish efforts, this bringing of the game to the attention of new people is being rewarded with dividends.

Along with this "play more" movement, it seemed to me most opportune to apply what had been long in my mind the policy of supplying the Hagen line for sale through golf professional shops exclusively. It was fortunate that the opportunity to carry this policy out came through my association with the Wilson Sporting Goods Co. This year's operation under this policy has proved to all of us that our program is sound.

Having in mind this increase in golf interest our people in the Grand Rapids plant, along with myself, have been engaged in seeing the golfers will get the kind of equipment through their profes-

sionals which will enable them to become skillful and at the same time get the maximum enjoyment from playing of the game. I am happy to tell you the 1947 line is the finest ever to bear my name; it gives me a great deal of personal satisfaction to know it will only reach the golfers throughout the country from the golf professionals.

I look forward to 1947 and the succeeding years with great expectations, for with the material shortages becoming more and more relieved we expect to service our professional trade with increasing quantities of merchandise for mutually profitable operations.

The 1947 "Haig" model woods and irons incorporate scientific improvements initially developed and held in reserve during the war years. These advancements have been blended into clubs of attractive appearance and playing ease never before achieved.

The new "Haig" woods have heads of Strata-Bloc construction which are power weighted and fitted with dynamic shafts. This Tri Balance model carries the famous All-Weather grip.

The new "Haig" irons are the most modern design in iron clubs. The "goose neck" hosels give the blades a pronounced offset, which feature promotes increased backspin for better ball control of distance and direction.

For 1947 special attention has been given to women's clubs, and it is confidently believed the "American Lady" wood and iron models will be found the finest ever offered for both championship and everyday play.

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THIS BUILDING IS COURSE WORK AID

This maintenance equipment garage, workshop, and office of Cliff Deming, supt., Aurora (O.) CC is a definite factor in efficient course maintenance work. It's located between the 9th and 11th holes and screened from play and view. Central location and its own roadway facilitates receipt and distribution of supplies, equipment and maintenance personnel.

The building is 20 ft. by 50 ft. All machinery is stored under cover when out of use. A third of the building is partitioned off for comfortable and inexpensive heating in the winter. Equipment includes a mower sharpener, drill press and other tools enabling Deming's staff to do most of the sharpening, repairing and painting required. The shop has a wooden floor which Deming says is preferable to concrete, being warmer. A large workbench with good light and a tool board aid work. Roomy storage is provided for chemicals and other smaller supplies. Oil storage is in the garage. Deming says the building has far more than paid for its cost by its service during the 13 years it has been erected.



Our golf club line for 1947 is composed of 5 new woods, 4 new irons, and auxiliary clubs.

The now famous Trophy Plus and International golf balls will be available in increasingly larger quantities in 1947 than was possible in 1946.

A brand new caddie bag line designed specially for pro shop sale will be ready for early spring delivery, as will a very complete line of golf clothing and sundry items.

XMAS GIFTS, SPRING STOCKS, SHOULD BE PRO THOUGHTS

By J. C. BRYDON

V.P., Worthington Ball Co.

The golfing year of 1947 should be the most successful and profitable in the history of the game for golf professionals, clubs and owners of golf courses.

The increase in play this season over 1946 at most courses is from 20 to 30 per cent. Shortages of equipment, balls, tees, and accessories this year held back 1946 from being the biggest ever although the dollar volume reached an all-time high.

Golf pros should start planning now for the 1947 season, placing orders with manufacturers for their normal requirements. The wise pro will take in stock during the winter months a certain percentage of his requirements in golf equipment, balls, etc. so as to have on hand a representative stock for the spring opening. By doing so the professionals will not only assure their members of balls and equipment to open the season, but start the season with a little more money in the till.

The 1947 pro has success practically in the bag! 1947 will be the biggest in history so take in the merchandise you are financially able to handle and be ready for it.

Don't miss Christmas selling this year. Get ahead of the downtown merchant, and take orders now for Christmas delivery from your members. What could be a more pleasant surprise for Dad, Mom, Junior, and Sis than a dozen good quality golf balls below the Christmas tree on Christmas morning? Your members will bless you! See that your members buy their golfer friends something in the golf line even if it's only a pair of golf socks.

Yes, everyone could have sold more merchandise in '46, but if sufficient merchandise was dumped in every golf pro's lap, where would he be? —Longing for the old days of shortages! Such is life! The shortage of golf supplies has done the golfer a lot of good—he'll appreciate his golf pro more than ever.

The golf pro is to be commended for his cooperation with manufacturers during the

1946 season. He has appreciated the difficulties of manufacturing, material shortages as well as shortage of labor. 1947 should see an upper trend in merchandise available. It is the policy of our company, whatever the amount of crude rubber allocated to golf ball manufacturers, to use every effort to increase the percentage of our output for selling to the golf professional.

PRO TO HAVE GREATER BUSINESS AND RESPONSIBILITIES

By L. B. ICELY

Pres., Wilson Sporting Goods Co.

It is my opinion the immediate 5 years ahead will bring an unprecedented increase in golf participation and therefore a corresponding expansion of business activity for the golf professionals.

As a result of careful studies, it is my firm conviction the golf market for goods and services will far exceed in these oncoming years the growth for any similar preceding period. It is for this reason the Wilson company is applying the wartime stored-up scientific developments to the implements of the game and has added to its facilities for the manufacture and distribution of greater quantities of quality golf merchandise.

With this confidently expected increase in participation and resultant volume, it seems to me the professionals, both individually and collectively, might well continue their efforts of specialization in every phase of their business activities, not the least of which being a close study in the growing demand for men's and women's apparel for the game.

There are great opportunities ahead of the golf business and with them there will be for the professionals, as with ourselves, greater responsibilities; they will be many and varied but of them the most important will be the rendering of customer satisfaction, and here by the close contact and intimate knowledge of the requirements of each club member the professional has the particular advantage—and I would add responsibility—of suiting the customer and thereby rendering ready satisfaction.

The expansion of business activity insofar as golf clubs are concerned will be influenced by two important factors: viz., outfitting of new people taking up the game and the replacement of outmoded equipment. The extent of the latter can be gauged by the fact that progressive improvements were not produced during the long interval during the war years and therefore there is a pronounced evidence of obsolescence between pre-war clubs and those carrying the scientific advantages of these post-war days. The simple fact of the new models outperforming the old time clubs—based on the simplified and improved results by

advance users—will cause a heavy turn-over.

To be able to meet the more immediate and near future increase in business volume, the golf professionals of course require merchandise, and on this very important phase of the complete picture I would point to the gradual improvement in raw material supplies, which together with the new manufacturing techniques will progressively yield an increasing quantity of quality production.

There are great opportunities ahead for further advancement of the golf professional business.

H & B ADJUSTS TO MEET 1947's HUGE DEMAND

By BILL KAISER
Hillerich & Bradsby Co.

Interest in golf is definitely on the increase, as is evidenced by the great number of persons who have started playing the game since the war. During the war the Government advocated a broad physical fitness program, which included the promotion of all sports; golf has played an important part in this. Many organizations, such as the Athletic Institute and the PGA have followed up this physical fitness program. The interest created by the various golf tournaments promoted by the PGA should attract many new golfers, which of course will mean more lessons for the professionals during 1947.

The demand for merchandise has been tremendous. When the manufacturers started back into production at the beginning of 1946 after years of war work, materials were scarce and many other problems confronted them, so it is easy to understand why they could not produce enough clubs to meet the demand. This condition still exists.

In view of this situation, we are concentrating on an abbreviated line, using patterns and models that have been proved and accepted, in order to get the most production. We feel confident that this policy will meet with the approval of the golf professionals.

The moment we are able to obtain new materials, we can add the new ideas on which we have been working and broaden our line.

The picture for the professional in 1947 should be bright even though we cannot tell at the present time what the material situation will be by the time the 1947 golf season rolls around.

GOLF SOLVES PROBLEMS OF WAR'S AFTERMATH

By H. C. LAGERBLADE
Pres., Horton Mfg. Co.

The year 1947 promises to be a year of change for the golf professional. These changes may have far-reaching effects. The game of golf has proven a great rehabilitator for the boys of our armed services, and all of those who took up golf at any of our hospitals are walking advocates of the health-giving properties of golf. Hence, for many years, the pro can look forward to good

business at his chosen profession of teaching, and supplying of golf equipment.

The equipment that will be available will show some change, for the materials that were formerly considered indispensable for the manufacture of golf clubs are now not available in sufficient quantities to take care of the demand. Because of this unusual situation, suitable substitutes must be found; as is often the case, a substitute may be found that will eventually replace the original.

The keenest shortage at this time, of course, is persimmon wood for golf club heads. There is no doubt that this wood is by all odds the very best obtainable for the purpose. Unfortunately, however, the persimmon trees from which the wood is cut have been under water for many months and the problem of logging is very difficult, and the prospects do not look too good for the year 1947.

In addition to the shortage of this wood, the cost of producing the heads has also gone up, so that the cost of the completed clubs must of necessity be increased.

There are at least two substitutes for this persimmon. One is plastic; the other is of laminated construction. The plastic head has been experimented with for some time by various golf club manufacturers, and there is not much doubt but what some time during 1947, a head made of plastic will be on the market. The cost of tooling for plastic heads is terrific but the cost of the finished molded head is not too much out of line.

The laminated substitute for the persimmon head is produced by cementing a plurality of several hardwood thin sheets together, then turning this laminated construction down to the shape of a golf head.

The tool cost for the producing of the latter type of head is not very great, but the cost of the finished head is high because of the extra labor involved.

Another serious shortage in the golf business is leather for grips. The cost of this item is very high and in addition, high quality calf skins for golf grips are practically off the market, at least temporarily.

All kinds of leather is being used, but none as yet has been developed that takes the place of genuine calf skin. Here, also, plastics are being tried out and it is safe to assume that something will be produced of some other material that will take the place of leather, to a certain extent.

The only certain thing about golf clubs for the early part of 1947 is the price, and that is bound to be up, because of the fact that everything going into a golf club has gone up in cost.

The golf ball situation is more encouraging, however, for the crude rubber supply is getting better all the time, so the scarcity of balls should be, to a large extent, eliminated.

The golf bag situation, also, is some better, although substitutes will be used more and more where formerly leather was considered the only material.

While the foregoing conditions make the manufacture of golf equipment rather difficult at this time, the fact still remains that more and more golf will be played than ever before, and the difficulties that are now being encountered will gradually disappear, so that by the end of 1947, golf should be in a more normal state, as far as equipment is concerned.

PROS PROGRESS AS MERCHANT ASSURES 'HAPPY NEW YEAR'

By F. W. BOMMER
Pres., Acushnet Process Sales Co.

This season we made only our 3 types of first grade balls. The Titleist, for professional use, being the high compression number; the Titleist, for experts only, a somewhat lower compression ball for the golfer whose drives are not so long; and the Bedford, the tough cover ball for the higher handicap players. Whether or not there will be other grade balls in the Acushnet 1947 line depends on whether or not we have the materials available and additional labor to produce.

Of course, in merchandising Acushnet balls, we will continue our "24 carat policy" of selling every golf ball we make through the pro shop.

I am one of the people who naturally believes that the place to sell golf merchandise is in the pro shop; and all our consumer advertising is pointed with that idea in view. Many pros, because they have been unable to get all the clubs and golf balls they needed, have introduced other golf items and our reports show that they have been highly successful in selling them.

I believe the pro is becoming a better merchant and in many cases has developed such a fine friendly relation with the players that they are patronizing him now more than before.

The golf professional in the United States, it seems to me, is becoming more and more an institution unique in itself. He is getting farther away from the menial status that used to prevail and still does, in some of the foreign countries. I see a very fine future for the man who adopts the golf profession as his life's work.

Barring a major business depression I cannot help but feel that golf play will increase continuously during the next 5 years.

PROFIT PICTURE FOR PROS BETTER IN 1947

By G. T. McCARTHY
Mgr., Golf Ball Sales, United States Rubber Co.

The picture is a much brighter one than confronted everyone at the opening of the 1946 golf season, and because it was impossible to ship more than a fraction of the U. S. Royals required by the golf professionals during the past year, it is with a sigh of relief that we approach the end of the present major golfing season.

It is doubtful that with the tremendous increase in golf everyone will be able to obtain all of the golf balls they will want but it is assured that the supply will be more plentiful than during the past season.

In 1947 the United States Rubber Co. will offer golfers, through golf professionals, two exceptionally fine golf balls, the U. S. Royal (Blue) golf ball for the professional and low-scoring amateur and the U. S. Royal (Red) golf ball for the golfer who likes a ball with extra durability plus plenty of distance.

Every effort will be made by us to produce golf balls in sufficient quantities to enable all professionals to take care of their requirements.

We also have plans which indicate that during 1947 we shall be able to offer professionals greater quantities and styles of U. S. Royal golf gloves.

Therefore, as we look ahead at the 1947 golf season the future seems much brighter than ever before for the golf professional and the game.

PRO PROSPECTS BRIGHT DESPITE SHORTAGES IN 1947

By GRAHAM JOHNSTON
V. P. North British Rubber Import Co.
of America, Inc.

It is our intention to have North British golf balls on the market again this coming Spring, if not sooner, and the price will be \$1.25 retail. This will be the same ball as was selling for \$1.10 retail prior to the war. We are not going to go into any cheaper grades at this time for we only have limited raw materials and the labor situation is to say the least, not good. The chief difficulty as far as labor is concerned is that of getting back female help which, except for some of the heavier work, we rely upon for the manufacture of golf balls.

The position in Britain is about the same as it is in the U. S. as far as women help is concerned. They made a great deal of money during the war, manufacturing war goods of one sort or another and were able as a result to save fairly substantial sums. When their husbands or boy friends came home, they took time off to be with the men. In many cases they have no intention of returning to work until their savings are spent.

I think that as far as the golf professional's future is concerned that they will still have to regard next year as one where there will be shortages of the things that are really needed, such as golf balls, golf clubs, golf bags (particularly in leather) and likewise golf shoes. These unfortunately happen to be items where the pro does a substantial volume of business in dollars and cents and of course, if there is a scarcity of these items, naturally earnings will be affected.

During the war golf professionals had to feature new merchandise and have learned that many items that they did not carry in the pro shop before were very saleable and that their pro shop was a "natural" as an outlet for many items never seen before at golf and country clubs. They have

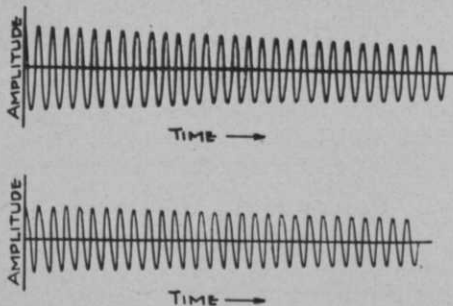
developed their sports apparel and enlarged the line so that they have made their shops look more like a small attractive resort store, which is after all what a pro shop should look like. Merchandise that is a little different and that is of the highest class should be sold readily through pro outlets.

I feel quite certain that all the pros that survived the war famine of golf merchandise will certainly get by next year and do a lot better, for all the items that were scarce before will gradually come back and eventually production will catch up with the demand.

It looks as though we are over the worst and that 1947 should be the definite turning point for things getting back to normal.

STAINLESS STEEL WITH "SWEET FEEL"

Spalding is using in its 1947 irons a special stainless steel head that has the same "feel" as the mild English steel formerly used. In testing materials to make sure that the chosen stainless steel was of performance quality equal to that of previously used material, tests were made in a highly sensitive machine which recorded vibrations resulting from simulated blow of an iron head against a golf ball. The upper curve is that of the vibrations of the mild English steel and the lower graph the vibration curve of the new stainless steel.



PRO GOODS ARE 1947 SPALDING FEATURES

Harry Amtmann, A. G. Spalding & Bros., Inc., advertising mgr. says:

"For 1947 Spalding has designed an entirely new line of woods and irons exclusively for pro distribution. There are various models that enable him to outfit all types of men and women golfers from the low handicap player to those who score an average game. Highlights of the golf line Spalding presents for 1947:

"The 1947 golf clubs (sold exclusively through pros) will be known as the Spalding Tournament and will bear no famous player's name.

"The set of 4 registered wood clubs are designed with the driver having ample depth in the face, so desired by top players. The brassie, spoon and short spoon have been designed for maximum distance on fairway shots, even from a poor lie.

"The registered irons will have the new Spalding design 'Off-Set' blade, nearest possible thing to

a perfect hitting line, and will continue to have the famous short hosel which permits the placing of added weight behind the ball. They'll be available in stainless steel that has all of the 'feel' formerly found in mild English steel. Or if preferred the mild English steel heads can also be had.

"Of course the pro can secure the entire Spalding golf line including Bobby Jones woods and cushion-neck irons, as well as Jimmy Thomson woods.

"The famous Spalding 'Dot', the ball played by more golfers than any other in America, will be available in ever increasing quantities for exclusive pro distribution as before, and in addition he will also have exclusively the Spalding 'Top-Flite' tough cover ball. The Spalding 'Air-Flite' and 'Kro-Flite' golf balls are also available to him.

"We have also designed a line of Betty Jameson woods and irons that are made exclusively for women golfers. The Jones woods and irons can also be had in suitable models for women.

"The famous 'Cash-In' putter played by more golfers than any other in America will also be back in ever-increasing quantities in the 1947 line."

CLUB CRAFTSMAN



Ernest Ary, who's been making MacGregor clubs for 30 years, shows Jim Demaret a fine point of the art. Ernie originally was a wood head maker but now is in charge of the custom dept. for MacGregor. He also works with the company's pro staff in designing the new iron models, and has schooled the GIs who have increased MacGregor's factory personnel. With these duties his output of custom clubs is about 6 sets a week. Frank McAdams, another of the company's veteran experts, supervises the wood head custom production and design of new wood models.

WORTHINGTON MOWER PLANS LARGE PRODUCTION IN 1947

During 1946 the Worthington Mower Co., Stroudsburg, Pa., in spite of the many complications and handicaps that faced all manufacturers in attaining a steady flow of materials, operated continuously on a basis of 2 shifts per day and was successful in turning out hundreds of Worthington Golf "Chief" tractors and many thousands of fairway cutting units and golf "Rough-Grass Blitzer" mowers that were so desperately needed by golf clubs. Since V-J Day the Worthington company has acquired many fine new production tools of the latest types that have enabled it to increase its production and to provide the finest quality mowers it has ever produced, says E. Ross Sawtelle, Worthington VP.

For 1947 the company plans to produce in large volume:—

1. The Worthington "Chief" Tractor equipped with a remarkably efficient Chrysler 6-cylinder engine, and to be available with either single or dual pneumatic wheel equipment, and with sickle bar attachment, if desired.

2. The Worthington Fairway Gang Mowers in 3, 5, and 7 unit combinations. Pneumatic wheel equipment for the cutting units will be available at a slight extra cost, and clubs can have a choice of a 5 or 6 blade fly knife reel at no extra charge.

3. The Worthington Golf "Rough-Grass Blitzer" in 3, 5, and 7 unit combinations. This new type gang mower is a modification of the Worthington Airfield "Grass Blitzer" which was produced during the war period for the military requirements of the government and lend-lease. Since V-J Day, when the Golf "Rough-Grass Blitzer" was first introduced, hundreds of machines have been delivered to golf courses. "The reports we have received," says Sawtelle, "clearly indicate that at last the most satisfactory answer to the rough mowing problem has been found in this new type of gang mower. The number of labor hours required for rough mowing is now, on a per acre basis, reduced to a par with fairway mowing. With this new, efficient, and economical method it is now possible to maintain the rough properly and to cut as frequently as desired to maintain the highest standard of playing conditions. Reports indicate that this frequent mowing has greatly improved the turf in the rough area. Thicker turf of better grasses has developed, resulting in the crowding out of weeds and rank growth and the less desirable types of grasses.

"We feel that in 1947 many clubs who have already solved their most immediate and pressing fairway mowing problems will want to make a careful study of rough mowing costs and methods, and investigate the Rough-Grass Blitzer."

Sawtelle adds: "At present it is a little too early for our company to make a definite commitment in regard to resuming production of the Worthington Overgreen. The many clubs throughout the

country who are anxiously awaiting this machine can be assured that every consideration is being given to their requirements, not only for the greens but for the extra tee mower attachments."



L. B. BEAMS WITH HIS BUSY BEES

L. B. Icely, Wilson Sporting Goods Co. pres., shares with Sam Snead and Lloyd Mangrum of his staff, the joy of winning three of golf's top tournament trophies. Sam Snead (left) holds his British open trophy, to which prize he'd just added as this picture was taken, the May \$10,000 All-Star bowl. Lloyd (right), first of the war's combat veterans to win a major sports championship, holds the U.S. open trophy he won last June.

Renovating Fairways

(Continued from page 24)

The program of weed eradication and turf improvement can start in the spring, provided there is no danger of increasing the crabgrass population. The best plan is to fertilize first, and use lime, if needed, applying them about the time turf growth starts. Then use 2, 4-D after the weather becomes warm; when weeds have good sized leaves and are growing rapidly. This is usually from mid-May until late June, depending upon latitude.

Late summer and early fall are the logical times to start turf improvement where crabgrass is apt to be bad. The 2, 4-D can be used in August, and the fertilizer applied afterwards, or the order can be reversed. The herbicide should not be used unless the soil has enough moisture to support growth of weeds and grass.

Enough nitrogen should be used to insure good growth. Then the grass will spread and make a dense turf which will cover the voids left by the weeds. A hundred pounds, or more, of actual nitrogen per acre is not too much to use on depleted soils of light