

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 wartime 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