

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.

