

# Golf World

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## NEWSMAKERS

### 19 Tight lies

It now stands as Exhibit A in the case of Golf vs. the Infomercial: Barney Adams, whose self-entitled equipment company did \$3 million worth of business in 1996, leaps to \$30 million this year. And the Tight Lies fairway wood becomes the hottest piece of equipment in the game, all because of some well-timed (and well-aimed) promotion—it certainly wasn't anything revolutionary from a design standpoint.



“If we hadn't taken the actions we did,” Adams admits of the advertising campaign, “we'd have sold only 13 of them.” That's not to say it doesn't work. The Tight Lies, with its lower center of gravity, allows players to get the ball up in the air quickly from greater distances, be it from heavy rough, a bent-grass fairway or a footprint in the sand.

Adams says he sketched the original concept on a yellow pad in 20 minutes, but says, “There were 10 years worth of trial and error in that process.” Who said there's no room in this business for the little guy?