PUSH PLAY
Golf Makers Cheer Pro Plan
to Build Play Volume;
Promise Aid

REPORT of pro plans to push for more
golf play in 1936, as set forth in
February GOLFDOM, stirred lively comment
from the manufacturing end of the busi-
ness. Evidently the pros by following thru
on the idea of promoting play are regist-
ering with the manufacturers as the mo-
tive power of the golf business.

Comments A. C. Link of Wilson, Sport-
ing Goods Co.:
"The article 'More Golfers Urged by
Pros' in February GOLFDOM is a timely
reflection of clear, foresighted thinking by
the leading business-men professionals.
The figures presented indicate future play-
ning possibilities that the industry should
note with hope. The pros are wise to take
action in this direction. Later may be
too late.

"There is a decided trend on the pub-
lic's part, toward participating in sports
rather than being content to observe them.
Golf with its next-to-nature aspect has a
great chance to take advantage of this
trend.

"The pro plan I hope will be organized
and vigorously pushed as a national bene-
fit, to say nothing of the commercial bene-
fits to the pros, their 'clubs and other
interests in the industry. Lasting benefits
golf to its players and the opportuni-
ties it affords the young men and women
to form associations of pleasant and
profitable character make it logical for the
pro to push his campaign of making more
youngsters golfers for their own good.

"Pro efforts really are the keystone of
any plan for golf promotion. Without them
any promotion effort would be a flop.
There has been a regrettable lack of golf
promotion activity organized on a national
basis and if the pros can get together and
promptly do something effective in this
direction they will be asserting a right to
leadership in the golf business that can
not be denied them by any who share in
the ultimate benefits of the pro promotion
efforts.

"Details of a plan based on the GOLFDOM
article might be presented to every edu-
cational factor concerned with the develop-
ment of youngsters into happy and
healthy citizenship.

From E. C. Conlin, golf ball sales mana-
ger of the United States Rubber Co. comes
other pertinent, thoughtful comment. Says Conlin:

"The pros who act individually and col-
lectively on the tip given in the golf pro-
motion article in February GOLFDOM need
not worry about the future of their busi-
ness or wonder whether they would be
wise to stay in or get out. They will be in
a big business inside of 10 years—the
biggest sport business in the country—
and will be in a commanding position if
they follow an intelligent and persistent
campaign in developing the possibilities
among the youngsters.

"It should be unnecessary to urge any
thinking pro to action. He has seen golf
play suffer in the last five years because
of a slump in one part of golf that pre-
viously always could be depended on to
bring many new players into the game.
This is the caddie angle of the business.
Due to reduced rounds of adult play dur-
ing the depression the demand for caddies
has slumped. Unemployed adult workmen
have replaced the kid caddies to a marked
degree in metropolitan communities. The
Boy Scouts and others of fairly well to
do families from which the most active
crop of new golfers normally comes, have
not been getting many calls to caddie jobs
since 1929. These caddie jobs are going
to the youngsters to whom caddie income
has been a desperately needed item in the
budgets of their families.

"When conditions changed so the kids
aren't coming to golf as they once did,
the obviously wise thing to do is just
what your article says the smart pros are
going to do, take golf to the kids."

Robert Cowdery, director of the sports
dep't. of the American Fork & Hoe Co.
lauds the pro interest in this market de-
velopment by saying to GOLFDOM:

"We certainly were tickled to read your
opening article in February GOLFDOM, as
it hits the nail right on the head, and our
advertising this year will be keyed up ex-
actly to this sort of thing, i. e., 'More
Golfers'.

"In fact we are going to devote quite a
little attention to the development of more
play by women, and I think our work this
year will be more helpful to the industry
in general than in any year in the past.

"We certainly want to congratulate you
and the pros on the helpful character of
this work, and will be glad to have any
suggestions."