

PUSH PLAY

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

REPORT of pro plans to push for more golf play in 1935, as set forth in February GOLFDOM, stirred lively comment from the manufacturing end of the business. Evidently the pros by following thru on the idea of promoting play are registering with the manufacturers as the motive power of the golf business.

Comments A. C. Link of Wilson, Sporting 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 playing 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 public'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 benefit, to say nothing of the commercial benefits to the pros, their clubs and other interests in the industry. Lasting benefits of golf to its players and the opportunities 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 educational factor concerned with the development 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 collectively on the tip given in the golf promotion article in February GOLFDOM need not worry about the future of their business 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 previously 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 during 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 dept. of the American Fork & Hoe Co. lauds the pro interest in this market development 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 exactly 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."