

MAKERS, PROS AND GOLFDOM

AFTER more than a year of intensive investigation and hundreds of interviews with successful pros who are conversant with conditions in all parts of the country, the first nation-wide golf promotion campaign begins August first. This campaign effectively focuses the arguments that have been going on for the last six to eight years among pros, manufacturers and physical educators over golf promotion. Various tentative plans for golf promotion were proposed and abandoned.

At the suggestion of several of the leading manufacturers, the GOLFDOM-GOLFING organization submitted a plan. Our plan was based on the idea that, since the smart pros had already demonstrated the right ideas to employ in golf promotion, the next thing to be done in extending golf was to quit the wagging that had been going on for years and take a good square smack at the ball in the pro manner.

Another fundamental theme in the plan adopted was that promotion which doesn't mean sales right quick—and which doesn't direct sales response to pro outlets—is not sales promotion, but merely circus ballyhoo and hope long-deferred. The right sort of a sales promotion plan for this afflicted business is not only a plan that makes more golfers but one that provides these golfers with sales service out of which someone can make money. There is no use trying to conceal the fact that the pros, manufacturers and other solid, sincere factors in the golf business hope to profit as the public will profit from more golf.

However, from the pro angle there is no great percentage in working conscientiously to build up a market and have that market get started by buying from retailers who merely come in to sharpshoot a profit, and then ease out when long profits are not available in golf. The pro platform is a fair, but fairly steady profit, and the pros are reconciled to working hard during the lean years as well as the fat ones.

Manufacturers Put Up the Dough for Plan's Operation

Manufacturers who do business with pros have voluntarily put up the money for the first year's campaign. Whether or

not the PGA will share in the expense depends on the action of the association's executive committee. The GOLFDOM-GOLFING organization puts in its work for nothing and as approximately $\frac{3}{4}$ of our work is devoted to golf promotion, instead of primarily to our own selfish business considerations, we don't feel at all as though it is asking pros to make unreasonable contributions of time or effort in fullest cooperation in a campaign centered around the pros.

As a matter of plain fact the campaign will cost GOLFDOM and GOLFING a good wad of hard cash in addition to the time, because it is strictly in the order of things that some of the manufacturers' money devoted to general golf promotion will come out of their advertising funds. That is where we have to smile through the years and tell the man with the grocery bill to "come back Wednesday."

So, if we're eager to go full steam ahead on the plan to help pros because we have the conviction pros are smart and energetic, we can't see where any pro who is on the job can put up a valid excuse for not getting in and pitching.

If the pros flop, the plan flops. But some golf promotion plan is going to click strong and if it's one that just goes high and wide on golf promotion without making its foundation the utilization and protection of the pros' logical position as golf leaders, it will be too bad for the pro golf business ten years hence.

Specific details of the plan will be submitted to pros for their action in the near future.

Plan for Building Golf and Pro Business Outlined

Highspots of the plan outlined as approved by the leading manufacturers and pros, and financed by the manufacturers, follow:

Golf promotion with limited funds logically is a matter of hitting the most sharply defined fields in which a quick,

UNITE TO PROMOTE GOLF

By HERB GRAFFIS

strong response might be expected.

These fields are two:

(1) Revival of golf interest among those who formerly played considerable golf.

(2) Encouragement of the game by supplying definite promotion aid to the liveliest new fields;

(a) colleges, universities and high-schools.

(b) new municipal courses built in the last two or three years with local and national relief money.

The other angle of the promotion work is that of coordination of the work already being done by PGA sections.

Whatever plan is decided on, it will have to be put up to the pros—who obviously are the men to put any effective plan into full operation—as a pro plan and a mutual affair in which the manufacturers have arranged to have the paper work in proper and close co-ordination with the pros.

Outline of Plan

Failure to do anything concerted heretofore on golf promotion seems to have been rather too closely associated with whose plan it is and who gets the credit.

1. Get a complete list of the new or rehabilitated municipal courses.

Many of these new courses have been put in and then just left to fate.

To the following men in each city where relief money has been spent in course construction or revision, send, with a letter explaining the purpose of the book, a manual of play and advertising plans.

Mayor—superintendent of parks—commissioner of public recreation—president of chamber of commerce—superintendent of schools.

The idea of the letter is to set forth that in the golf course the community has an exceedingly valuable public recreation utility which can support itself without any strain on the individuals, but that in instances the plant falls far short of its objective of public service due to the work involved in digging up promotion and operation ideas. This book supplies the ideas.

We can dismiss any idea of work about organizing *private* clubs for a while—at least until the government changes its public works policy—and set ourselves to the

job of seeing that the municipal courses are used and tied up with high-school free golf classes, as is being done by pro free class instruction in some districts. In this class, also, come the privately-owned daily fee courses that are having a stern competitive battle with the municipal courses due to the fact that municipal courses pay no taxes or interest and hence are able to charge lower rates for play.

2. Send to college and university presidents and athletic department heads where there are no golf courses, a copy of the Golf Operating Manual, together with a letter suggesting that the school add a golf course to its athletic equipment while relief funds are available; along with this full details on how to apply for government money.

In this case, copies of the letters should be sent to section PGA presidents together with suggestions about follow-up; for instance, contact of the college president, athletic department head, prominent local business men and alumni, using the pros' judgment in avoiding conflict with existing golf establishments that may be getting some of the present golf play of students, which, of course, is not what it would be if the students had their own course.

Golf in Schools Has Future-use Angle

3. A booklet on golf in schools should be written from the athletic, character-building and future-use angles and supplied to every school superintendent in cities over 25,000 in the United States . . . and to the college and university presidents. Probably some golf enthusiast who is a prominent educator can do this. This, of course, should mention the availability of expert pro instruction service through PGA cooperation.

4. Promotion of golf among school children should be based on the cooperating of school authorities, golf associations and the American Legion.

5. On the other golf promotion stunts run by newspapers and magazines, it would be wise for the promotion office to subscribe to a press clipping service and cover by brief items (except where there

are trick details requiring full explanation) all the golf promotion ideas being used by newspapers. All events could be described on the clip sheet and as newspaper sports editors are getting to be almost as much promotion managers as sports editors, they are looking for just such promotion ideas as this clip-sheet would supply.

6. One reason that private club golf has fallen off is the lack of interesting competitive schedules. Most clubs simply change the dates of their intra-club event schedule and wonder why the members don't show the same competitive zest they used to. Many pros have told us that in 1935 they revived play at their clubs—despite adverse weather—by getting together with their men and women golf committee heads and working out live new schedules. Charley Hall and George Jacobus are two of those who said that new schedules livened things up and made business at their clubs. We had many events in a story Jack Fulton wrote for *GOLFDOM* and had so many requests for extra copies that we had to have several hundred reprints made and they have been exhausted.

Every Club Should Have Schedule of Events

Fulton can compile one of these for the manufacturers' promotion and it should be sent to every pro and every private, fee and public course president in the country—in the latter case with a letter suggesting that he turn it over to the head of his golf committee. Another copy could be sent for the use of the women's golf committee head, on request.

Such a book should cover golf leagues, both at private and public courses, with teams representing different clubs, or teams within each club; or in the case of municipal and fee courses, teams from different businesses, service clubs, churches, etc.

7. Tom Walsh, at the annual PGA meeting, came up with an idea that listened good. He suggested that the golf promotion authorities (whoever they are) get in touch with the insurance companies that are running big advertising campaigns on health preservation and have them give golf a boost. This contact with other advertisers who can use the golf angle, is something that the promotion office could go for strong.

8. Pro work in juvenile class lessons

which many of the fellows are giving free, calls for some national recognition so the kids will be proud of their golf work and keep interested in it. We suggest that each pro who is teaching these classes be given as many diplomas as he needs, to be signed by him, with the kid pupil's name filled in, and be presented to all kids who complete the series of lessons the pros give.

9. Copies of all the promotion material, from the outline of the plan, on, should be sent not only to all PGA sectional presidents and secretaries and PGA national officials but to the presidents and secretaries of each district amateur golf association of men and women, as most of these people are rather active workers.

As a recovery enterprise the government has spent \$340,000,000 for recreation facilities (just \$60,000,000 less than the government spent for schools) and with that preparation of facilities it looks like an urgent, unusual invitation to golf for a follow-up to convert the possibilities into sales.

SECTIONAL groups of pros, greenkeepers and managers that are wondering how to stir up livelier interest in association affairs and bind the members of the group closer together for the common good, will find the Bulletins of the Southern California section of the PGA model jobs of association promotion.

J. A. Patterson, sec-treas. of the Southern Calif. PGA, 3937 S. Van Ness St., Los Angeles, may be able to supply sample copies free to association officials who write and enclose return postage.

Hagen Busy—Ten years ago you'd never thought it would be possible, but today Hagen is working hard at the exhibition grind. He's enjoying it (and himself as usual) and drawing very well. He is the show of shows in this branch of playing. Walter looks younger than he did five years ago and seems to have even a keener sense of astonishing and amusing the customers than when he was in his thirsty thirties.

At the St. Paul Open, Uncle Walter played a historic shot with the assistance of several hundred stooges in the bleachers at the right of the eighteenth green. Walter pushed a shot and had to play an approach over the bleachers. He requested the bleacherites to sit where they were and not worry about a thing. He looped his approach over their heads and dead to the flag.