

# STAR TRIO DRAWS 31,000

**S**PALDING'S all-star trio of golf missionaries started out for converts on the turf trail in May and in the first week of their planned evangelism, had thousands in the hallelujah stage.

Horton Smith and Jimmy Thomson, experienced expounders of the true faith, and Lawson Little, acolyte who already has learned pro-ing is a hard business, presented golf's gospel to 31,000 during the first week of their tour. The first week's itinerary included exhibitions at Purdue, Notre Dame and Michigan universities, municipal exhibitions at Battle Creek and two at Chicago, and shot demonstrations and lectures at the graduation exercises of the Detroit News public golf school.

Size and enthusiastic character of the reception accorded the Spalding missionaries gave positive evidence that the public is ready to accept its fourth major application of golf promotion more extensively than ever before.

First major impetus given golf by a promotion idea came when Spaldings brought over Vardon in 1900. As journeyman farmhand for the sport, he planted the seeds of golf's first big bumper crop. The next impetus was supplied by the Ouimet victory over invading masters at Brookline in 1913, a triumph that sowed seeds of golfing glory in the bosoms of a million American kids. The golden age of Jones furnished the third crusade for converts.

Through all the campaigns the pros worked away steadily preaching the word and keeping parishioners from backsliding. At lesson tees and in tournaments and exhibitions the pros kept on making converts with such success in the toughest of times that the present Spalding evangelistic campaign is based mainly on pro tie-ups and pro build-up as the specific objective.

## Tour Is for the Public

What the present campaign is shooting at is the democratization of golf, so Milton Reach, vice president of Spaldings explained at a luncheon he, Bob Jones and Doug Tweedie, Spalding's general Western manager, gave to municipal recreation executives, golf association officials and golf writers. Working on the 'new leisure'

opportunities and the high-school and university students, the appearances of the Spalding missionaries will be almost altogether at public courses. Jones brought out this point as one that not only would afford the largest market for development but which he and other Spalding officials had decided after extensive consultation with pros, offered the most logical possibilities for improvement in the pro job and earning situation.

Jones sees in the potential development of public course jobs for pros qualified to expertly operate a public utility, legitimate promise of millions of dollars increase in pro income during the next decade. He also forecasts important pro jobs on the athletic staffs of schools and winter income hitherto absent in pro circles.

As a matter of market development Milton Reach set forth that the way the game's enjoyment and benefits have taken hold of the men who are in it as a business, makes them keenly anxious to promote golf as a public service rather than go at the job on a cold, mercenary basis. In this connection he paid tribute to the tremendous work done by the substantial, veteran pros because they love the game.

## Fewer Caddies to Graduate to Golf

Tweedie outlines a primary reason for emphasis on the development of the younger golf market in the current campaign by saying:

"Foresight in golf market development for pros and manufacturers calls for careful consideration of the caddie factor.

"When general business and social conditions accounted for a constant increase in the game, hundreds of thousands of players were being brought into golf and paid for accepting their introduction through caddie work. With golf falling from 90,000,000 rounds played during its peak year to approximately half that play during the depth of the slump, the caddie demand was reduced more than half, due

IT'S ALWAYS THE OTHER MEMBER —  
NOT ME.



This is the same alleged gentleman sportsman who uses five gallons of gas trying to buy eggs three cents a dozen cheaper and then buys half a dozen, four of which are strong enough to buck the Minnesota line.

If the pro makes a nickel this "buy it wholesale" gentleman sportsman regards the transaction as a personal affront.

With his "wholesale" clubs he will ask the pro for free advice, saying, "What do you think about my slicing?"

If the pro responds as he feels and remarks, "Your slicing should be from ear to ear across your collar-button" the pro probably is "out" a job but "in" the respect of live-and-let-live gentlemen sportsmen and businessmen.

to many of the slump-time players dispensing with caddie service.

"Caddies who remained in the game were much older and far more interested, of necessity, in getting an income from golf than in ever playing the game. Youngsters of character identifying them as most desirable recruits were shunted away from the caddie entrance to golf, as many professionals have observed."

This year's promotion campaign by Spaldings is in many respects a test run. Plans are being adjusted and set after close-up study of actual conditions. Smith, Thomson and Little discussing matters with pro experts en route and Jones and Reach making flying trips for field study, pick up dope that is expected to eventu-

ally produce a definitely and powerfully effective operating plan for the campaign.

Other promotion developments are getting under way with the return of improved conditions in the golf field. The club and ball manufacturers' associations have agreed on a preliminary plan of promotion having as its target a planned and concerted utilization of ideas that pros, course owners, recreation authorities and private clubs in various localities have found productive. Factors in the club and ball business now are engaged in collecting money for financing this campaign and entertain the hope that the pool will be raised in time to get in some strong work this season.

GOLFDOM recently queried almost 600 colleges and universities on the condition of student golf with a view to learning par for this course of development. Returns now are being analyzed and studied by Ray Hall, pro at the State College of Washington course at Pullman and associates of his on the college athletic staff. Details of this study will appear in an early issue of GOLFDOM.

UP to the third week in May pro reports indicated a grand year for 75c ball sales. Apparently the tougher cover advertising is getting across the idea that the 75c ball is a bargain on a cost-per-round basis.

Fifty cent ball sales have increased in early season play in a way that indicates stronger advertising pressure on the 50c ball is dragging business away from the three-for-a-dollar and quarter balls. Munny and fee course pros say there's a noticeable reduction in the number of cheaper grade balls being played at pay-play courses.

**Steel Shaft Inventor Dies**—Arthur Franklin Knight, inventor of the Schenectady putter and the steel-shafted golf club died, age 71, at Ellis hospital, May 2.

Knight, a native of Rutland, Vt., was long associated with the General Electric Co. and for 50 years was active in golf around Schenectady. He was a charter member of the Mohawk GC and one of the club's early officials. He designed the courses of the Edison club, Schenectady's municipal establishment, and Carleton Island.

He was the Mohawk champion during the club's earlier years.