

SECOND PROMOTION PIECE MAILED

By HERB GRAFFIS

*Over 9,000 Copies of "Golf in Schools"
Sent to School Principals, Pros and Others*

WITH general business conditions improved and with golf interest on a brisk upswing, the second major move in the golf PROMOTION campaign went into action in January. Principals of the nation's high school will receive a booklet "Golf in Schools" in which is detailed the reasons, methods and results of golf instruction to high school and college students. Copies of the book were sent to 1,600 pros with the suggestion that they follow through by getting interviews with local high school authorities to discuss introduction of golf classes in the local establishments.

The book was by no means a complete presentation of the opportunities afforded to pupils and to pros by the extension of golf instruction in schools. Many pros, individually and in PGA sectional groups, have done excellent jobs of high school class instruction that were not referred to in the book because detailed information was lacking and because this school development program is to receive the treatment of a long campaign during which the successful relations of other pros and school authorities will be cited.

Financed by PGA and Makers

The PROMOTION campaign is based on an initial budget of approximately \$12,000, of which the PGA supplied \$2,500 from its ball income and the leading manufacturers of clubs and balls, the remainder. Compilation of material for the campaign and direction of its details are handled by the staff of GOLFDOM and GOLFING as their contribution to the campaign. There has been exceedingly lively and extensive pro cooperation in this campaign which is the first national, concerted campaign for increasing golf business. The campaign is based on the principle that pros are directly responsible for golf promotion and that their activities in this direction should secure for them a value in publicity, new business and market protection not heretofore obtained to the degree they deserve.

Plan of the campaign is such that each pro benefits according to his individual

efforts but all pros profit from the national, coordinated effort.

First step in the campaign was the preparation for pro distribution free to their class lesson juveniles of a diploma bearing the signatures of the National Open, PGA, and National Amateur champions and of the pro instructing the class. Name of the youngster receiving the diploma and the pro's club were filled in on the diploma.

Big Demand for Diplomas

Original print order for these diplomas was 5,000. Demand from pros and their juvenile pupils called for an increase so that before the 1936 season ended approximately 12,000 diplomas were distributed by 250 pros. Local publicity and kid reception of the diplomas was so favorable that pros who had looked on the PROMOTION campaign as an enterprise of vague promise became enthusiastically cooperative. They asked for the next move to be made soon.

After consultation with many pros and school authorities in various parts of the country it was decided to launch the school campaign after the Christmas-New Year holidays so the campaign would come to a climax in time to have school recruits to golf eager to get out on courses and play this spring.

Third step in the campaign will be made in March in the form of a drive to have players clean out their old stocks of clubs and put them into the hands of pros for free distribution to caddies and school pupils of golf classes. National publicity to the players will stir their generous impulses. Pro-shops will be supplied free with a display sign from this spring "clean up" campaign and pros will be furnished with other publicity tips to conduct this campaign on a basis of utmost effectiveness and publicity value.

As the basis of this campaign is the discovery of many pro instructors of high school classes that kids want to play golf but haven't the equipment. It is true, too, that many players are unconsciously hoarding old equipment. If this old stuff is taken out of storage in closets and attics and given slight reconditioning by pros before distribution, it will provide an impetus to purchase of new equipment in more ways than one. There are many outfits now used by soundly solvent club members that are antiques but which would delight potential golfers among the kids. A sportsman will seldom not go the limit to make a kid happy. With the old stuff out of the way there is not the volume of equipment that people will try to put into the pro as clubs warranting allowances on the price of new clubs.

Any ideas that pros have for this "clean up for the kids" campaign, the subject of golf promotion in schools, or for any other detail of the national PROMotion campaign will be gladly received by Herb Graffis, Editor, GOLFDOM. The campaign is by the pros and for the pros, so if you want to get yours in cash out of it you have to put something in ideas and energy into it.

\$33,000,000 Sport Goods in 1935; Golf's Share, \$10,000,000

CENSUS of Manufacturers data for 1935, recently released by the Department of Commerce, show that of the manufacturers' value of \$32,990,526 placed on sporting goods exclusive of firearms and ammunition, golf goods accounted for \$10,233,809, which is 31% of the total.

From this authoritative data pros get clearly the idea that they must be first class businessmen and merchants whether they like it or not. They are the primary outlets in golf retailing, accounting for more than half of the sales in units in recent years and they continue to hold their lead of many years in the annual dollar volume in golf retailing.

Naturally, the extensive circulation given the census figures in newspapers and the availability of the complete report is bound to make retail outlets competitive to the pro plan to put more heat under golf sales. The pro must plan also, and exert mental and physical energy to strengthen his position in the largest sector of the sporting goods market.

Detailed census figures are the source

of gratification to GOLFDOM whose estimates, made in November, 1935, were within 5% of the government figures released more than a year later. GOLFDOM's estimates are compiled through extensive cooperation with pros who supply us with sales data confidentially. This cooperation has been a powerful factor in showing to golf goods manufacturers the importance of the pro position in retailing.

What should spur pros to careful study of their promotion and selling problem is the fact that golf showed 39% of all the sporting and athletic goods manufacturers' value in the 1929 census and 50% in 1931. Comparable figures are unavailable for 1933.

In 1931, which was the biggest year for golf reported in the manufacturers' census, golf goods registered a value at the manufacturers' plant of \$23,338,654.

What probably had an effect on the figures for the next two years was the slump catching up with golf and the surplus manufacturers goods of 1931 being sacrificed at prices that sharply reduced the sale of new merchandise.

Ball manufacture in 1935, by dozens, was 53% of the 1929 volume. Inasmuch as 1929 was a good year for golf play there probably was about the same percentage of balls unsold from manufacturers' 1928 stocks as was carried over for 1936 sale from the 1935 production. Estimating 1935 play as 45% of that in 1929 we find the figures indicating that the improvements in tough covers have been responsible for the newer balls lasting 8% longer than the balls of 1929. There is the one spot where our estimates, based on the manufacturers' own figures of ball production and sales, went sour. We had estimated the lengthened time in play of the new balls as being barely short of 15%.

Government figures by years:

	1935	1931	1929
Balls (dozen).....	1,492,578	2,297,778	2,819,400
Clubs	1,651,691	4,134,378	3,166,380
Bags	34,908	465,525	430,357

Following golf's \$10,233,809 total for 1935 comes:

Fishing tackle	\$7,875,393
Baseball goods	\$4,867,178
Tennis goods	\$2,854,290
Football, basketball and boxing goods	\$2,663,573
Skates (ice and roller).....	\$3,272,549
Gymnasium equipment	\$ 291,607
Skis and snowshoes	\$ 377,155