

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