

# SCHOOLS ARE PROMOTION TARGET

**'Golf in Schools' booklet tells school authorities possibilities of group instruction**

**A** MAZING response from school authorities to the "Golf in Schools" promotion book tips off pros that they'd better follow through promptly on the big opening for which pros have been hoping. Within 10 days after the "Golf in Schools" book had been mailed, school officials and alert pros who have school connections, had arranged for the introduction of more than 25,000 absolutely new students to golf.

A number of school officials wrote into golf promotion headquarters asking how to go about getting golf instruction started in their high schools and were referred to local pros. There is excellent promise in this venture for pros who snap into it. One thing that stands out is the possibility of building up good pro income during the fall, winter and early spring months, as a result of school instruction salaries.

The promotion book brought out that it is possible for schools to get a test series of golf instruction from pros in some localities. There has been some criticism of this—and some very constructive criticism, too. But the point that must be put clearly into the pros' minds is that the sampling method is the most effective manner of establishing golf instruction as a standard factor in the school athletic curriculum. After a series of test lessons the school officials, the kids and their parents are so strong for golf instruction that it's a comparatively easy matter to sell the idea of golf instruction on a paid basis.

## No Easy Job

### Selling Idea to Schools

School budgets are not any too large and selling something to schools is not an easy job. If the entire pro field were expert salesmen, with the contacts and the training to go after the school board, the superintendents, the faculty, the parent-teacher organizations, the city council, and the athletic staff of the high schools, then selling golf instruction on a paid basis right at the start would be a reasonable step. But the pros know that comparatively few pros are qualified to do this work, and that even fewer pros

will take the time necessary for such a campaign.

So the thing to do, obviously, is to try the sampling idea which has been so effective in other merchandising campaigns on staple products. After the prospective customers get a demonstration they sell themselves. The idea has been repeatedly and effectively employed in introducing golf to schools; there need be no fear that the free tests will implant the idea that free pro instruction will continue forever at schools. Pros who are alarmed at that prospect need only to consider the history of sampling campaigns in other fields. Football coaches worked free at schools before they were put on a paid basis, and so did other athletic instructors.

### Schools Are Big Field for Pros

At present there are "at least 60,000 athletic directors, coaches and physical instructors who are directing the athletic activities of 6,000,000 students in 15,000 schools and colleges" according to one authority. That reference to 60,000 employed in this job gives pros an idea of the field that must eventually call heavily on pros for services, and if expert pro instructors ever get anywhere near the amount of money the leading football coaches are paid, it will be a most fortunate development for pros.

There is enough pro work being done now at schools and colleges to make it perfectly plain that a great field for extension of pro instruction exists. Large universities, such as Yale, Stanford, Minnesota and Northwestern, military schools such as Culver, and first class smaller universities like Norwich (where the president, Porter H. Adams, and Les Heon, pro, have put golf instruction on a strong basis) show that golf instruction in better schools is far past the experi-

mental stage. High schools in many places are now getting golf classes under way, following the successful introductory work. The extent of kids' potential interest recently has been shown by attendance at the Spalding golf movies which reached 1,200 at the Rosedal high school in Kansas City and 3,500 students at Senn High school in Chicago.

Considerable newspaper publicity is being given to the winter instruction work of pros at high schools. New Jersey newspapers carried pictures and names of the 500 high school boys and girls at six high schools who are receiving class instruction from the active and able Myron L. Kniffin, pro at the Passaic county golf course. The Kniffin series includes a spring tournament among the schools. More than half the student body at one high school is numbered among Kniffin's students.

Pros have had enough experience with their children's classes to have a good background for handling the classes at schools on a basis satisfactory to the school authorities and resultful with the pupils.

There are plenty of problems to be solved before golf instruction becomes a steady feature of physical training at high schools and colleges, but with so much at stake for pros in this field, it is certain there should be the most energetic sort of pro follow-through on the school authorities' response to the initial national promotion effort.

A supplementary bulletin will be sent soon to the entire high school list, giving pros still another opening in going after this field, either on a free trial series basis or on a paid basis. In preparation for free distribution to school classes is a series of lesson digests along the lines of those so successfully used at Peoria high schools by Elmer Biggs and Art Andrews. This series is being prepared by the PGA publicity committee, of which Frank Sprogel is chairman, and the GOLFDOM and *Golfing* staff, which is conducting the campaign for the pros without expense other than that for printed matter and circularizing.

#### Texas PGA Furnishes Members Pro Advertising

Texas PGA is doing an advertising job for its members that is well worth careful study by other sections. Texas has found that advertising pays. Through its

own "News" a brisk and informative monthly publication edited by George Aulbach, the members of the group headed by the veteran Willie Macguire keep in close touch with each other.

Texas has a problem of territory much more severe than that of any other section. But it whips it with lively correspondence work. Don Murphy of Texarkana traveled more than 400 miles to attend the midwinter meeting of the section, and other Texas members think nothing of long rides to sit in on the sessions.

Latest offering of the Texas section to its members is a series of two letters, a letter enclosure and a postcard to be sent to members of Texas PGA pros' clubs. The advertising material does a fine, compact job of selling the club members on the value of an expert pro's services and on the wisdom of patronizing such a pro.

Low prices are made to the pros on this material. Samples of it and details of the cost probably can be secured from George Aulbach, secretary of the Texas PGA, Dallas Country club, but give the guy a break if you do write, by enclosing a stamped return envelope. The material as made up bears the Texas PGA Lone Star emblem so it is not suitable for use in other states.

**O**NE of the most successful pro business men says: "Well before each season starts I sit down and make notes of my plans. I make a budget of operating expenses and expected sales in my department, just as the club has a budget for its operations. I figure out from my records what net profit I should make per dollar of income.

"I study my fixed costs, how I can give my assistants more training and incentives, how I can take advantage of the club's tournament schedule, what I can do with idle time, how I can get in right with new members and serve them, how I can keep my old customers from going stale on interest in the pro-shop, and many other points that occur to me as I think about the angles of pro department operation.

"The pro who will try this idea of sitting down for a couple of evenings and making notes about what he thinks he ought to do at his club the coming season, will find it's the most profitable use of time he can make. All he needs is a pencil, some paper, some sense and some imagination."