

Golfdom

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PUSH PROMOTION AGAIN

ANOTHER season of golf PROMotion is energetically under way, financed by leading manufacturers of golf playing equipment. Last year the campaign was an unqualified success for the pros and the manufacturers, among the high spots being the introduction to golf of approximately 200,000 high school students, none of whom previously had played the game.

In numerous cases pros contributed their services free as high school class instructors in order to give the students and the physical education departments and the faculty heads of high schools a sample of expert golf instruction, with the eventual objective of getting paid pro golf instruction into the schools. This, also, was a definite successful detail of the PROMotion program, for pros who employed the required selling ability and energy were able to secure welcome added income by making school instruction connections.

A result of the PROMotion campaign was to greatly increase favorable publicity for pros because of the helpful and experienced services they contributed to the development of the youngsters. The kids boosted the pros around town and at their homes. The free class lessons, or group lessons at nominal rates, that many pros gave children of club members, also was pushed to excellent advantages. Again this year diplomas will be available,

at no cost, for pros to give to youngsters who complete the course of class lessons. These diplomas are to be signed with the instructing pro's name and that of the youngster to whom the diploma is awarded.

Many pro and amateur golfers noted that during the past winter golf got considerably more newspaper publicity beyond the tournament news than ever before has appeared in the papers. This also was an achievement of the PROMotion campaign which supplied clip sheets twice a month to more than 1,000 newspapers and press services. The material in the clip sheets was written to get over to the public the idea that pro service to the public extended beyond the point of tournament appearances, and in that manner the PROMotion clip sheet took care of the great need that non-tournament pros have of publicity.

This year the high school, private, and public course class instruction sheets showing the fundamentals of the golf swing, again are being distributed free to pros and to high school authorities. Newspapers that conduct public golf les-

son series in cooperation with pros also have made extensive use of this material which was compiled by Frank Sproggell, chairman of the PGA publicity committee.

A new feature of the PROMotion plan, put into effect this year, is a campaign directed to the heads of employee welfare departments of large corporations. The idea of the campaign is to get these executives to push golf play among their employees, thus making more instruction jobs open for pros and boosting play for daily fee and municipal courses.

Another bulletin has been sent out to high school authorities urging that prominence be given golf in the athletic programs of the schools.

Other PROMotion material will be issued from time to time during the summer. The campaign goes into its second year as the first planned, well-financed move to educate the public to the benefits of golf play and to the service of alert and well-qualified pros in bringing golf's benefits to adults and youngsters. The campaign serves as market extension and insurance for the game.

Inquiries concerning details of the campaign, or suggestions that might be applied in further PROMotion should be addressed to Herb Graffis, 14 E. Jackson Blvd., Chicago.

Many Improvements at New Britain, Conn., Municipal Golf Course

NEW BRITAIN, (Conn.) golfers who played the city's Stanley Golf course during the past two weeks noticed important improvements had been made on the layout, work largely the result of energetic plans formed last winter by Val Flood, veteran pro at Shuttle Meadow Club in New Britain. Improvements included the erection of a large maintenance and compost building and the installation of more than a mile of drainage canal in soggy areas near the 15th, 16th and 17th holes. Flood, who has been very active in the work of the municipal course, designed the compost and maintenance building in addition to laying out plans for the drainage system.

The new building, which is valued at \$12,000, had all its interior wood taken from a pile amassed when a barn estimated to be over 125 years old was torn down on another section of the Stanley tract. The stone used for the exterior was collected from a ledge near the course and

IT'S SPRING

By FRED C. PLYLER

*Pro-Greenkeeper, Livingston Pk. Muni. GC
Jackson, Miss.*

GREEN is the grass of the broad
fairways
Sweet is the call of the gay bright
days
Gone is the winter of our discontent
Before a spring that's heaven-sent.

What matter now if a putt should
miss,
There's more than the game on a day
like this,
When birds are nesting and wild
flowers bloom,
To wave away all mortal gloom.

Who cares if a drive be hook or slice
Or if you putt four times or twice;
Do not your club to water's depth
fling,
It's the course and not the score,
makes spring.

So from its dark confinement your
golfing outfit take
And from your brain and brawn the
rust of winter shake,
Forget the taxes, woes and wars, en-
joy your fellow men,
Pursue the par that you won't get, for
it is spring again.

the labor provided by the WPA. The cost of the building to the city was only \$800.

The drainage system is quite unique. Four-inch tile is laid in the bottom of converging ditches; the tile is covered with a layer of stones, then a layer of straw, then topsoil and turf. All clay dug out was carted away. The course will also have four new holes this summer to replace the 1st, 2nd, 3rd and 4th now in use, but they will not be officially used until July when the New England Public Golf assn. comes here for an annual tournament.

Children's Camps Are Opportunity— Something for golf clubs to look into as a possibility for adoption is the boy and girls' camps for children of the members of the Denver AC. The camp is 42 miles from Denver and it is well equipped and operated. Its camp directors are among the best available for this work.