

"GOLF WEEK"

Proposed For Pros

"GOLF Week" is proposed by Frank Sprogell, publicity chairman of the PGA, as an observance of the opening of the golf season in the majority of the nation's sections.

Sprogell's idea is that inasmuch as other sports are started off with merchandising drives and as the store merchants of golf goods always start the seasons with an advertising sock, the pros had better get organized in a concerted effort to draw attention to the game and the pros' position in it.

His plan, as outlined to several live PGA sections, has been received with enthusiasm. It is a comprehensive and sprightly plan designed to put the pros into sharp focus. The enterprise is richly deserving of energetic cooperation of pros.

Sprogell Lists Recommendations

Sprogell makes the following recommendations for "Golf Week" operations by pro organizations:

First—Contact at least one leading newspaper in each city where "Golf Week" is to be held. Make sure of its support and backing. This will assure you the needed publicity. Keep the thought in the mind of the sports editor that the public is to be benefited and it is for their good. Allow the paper to state, if it cares to, that it is sponsoring the program in conjunction with your section of the PGA. The more newspaper support behind the idea the more publicity build-up you get.

Second—Arrange cooperation with the management of one or more theaters. Secure their permission for the PGA to give a half hour or more teaching and swinging demonstration on the stage. A driving net could be set up and the boys with good speaking voices could do the stage work. You might want to show golf pictures in conjunction. This demonstration could be arranged between the 7 and 9 P.M. shows and would only require the management to eliminate one of their shorts.

Other pros could set up displays of merchandise in the lobbies of these theaters. They would remain on hand for a stated

period to talk shop and show the customers the latest and best equipment.

Placards could be placed on the stage telling where the exhibition matches will be played that week, where the people can secure group instruction and who the instructors will be. List the names of all PGA members in your locality, who will be glad to answer questions and give advice. All of this to be free for the week.

Third—Secure the cooperation of all public courses who employ PGA members. It might do the most good to play the exhibition matches over these courses. The public will be more inclined to take advantage. But certain sections will have to make up their own schedule and decide which is the best procedure for their locality.

Of course we must keep in mind that this "Golf Week" program is for all golf-

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sure-fire pro shop!
profit headliner ♦
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new**



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PARGLOV

Here's a brand new model of PARGLOV that will make your members hum with comfort and make your cash register ring with rejoicing. The back is open, vents in the fingers—it's c-o-o-l. It has all the features of freedom and protection that have made the PARGLOV the leader in play and sales.



The PARGLOV line for 1939 is the finest and most complete ever offered the golf pro trade. Write for literature describing the complete line.

The K. L. BURGETT CO., PEORIA, ILL.

P. S. MORE PROS sell MORE PARGLOVs than all other gloves combined.

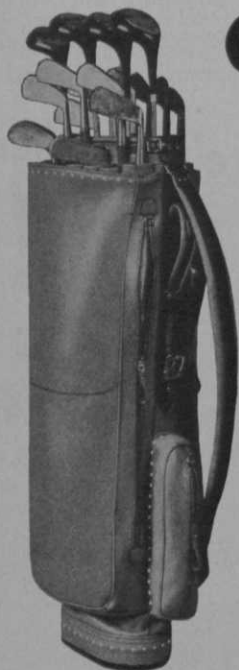
One bag

There's ONE outstanding bag every pro knows is popular with his players and profitable to him.

AGAIN IN 1939 IT WILL BE

The Tufhorse

GOLF PAX



Your players immediately spot the Golf Pax.

And just as quickly they can see that it has more really useful features than any other line of bags made.

Golf Pax alone has individual club compartments. Every club has its own protected place — ten irons in the outside loops, four woods inside.

Most pros already know the quality built into the Tufhorse line. The 1939 line features new featherweight construction and other refinements that will make you handsome profits.

It's going to be a great year for GOLF PAX — get in on it.

TWIN PAX Model TP5. Roomy full length pockets, ball pocket, umbrella holder. Five loops each side for irons, woods inside. Concealed outside hood. Made in Elk, RI, Cordovan, Caribou and Canvas.

Don't overlook the TUFHORSE line of accessories. All of them are quick-turnover, self-sellers: GLOVES — CARRYALLS — HEAD COVERS — BAG TAGS — PRACTICE BALL BAGS.

Write for Tufhorse Catalog

Manufactured by
Des Moines Glove & Manufacturing Co.,
Des Moines, Iowa.

Distributed by
Jackman Sportswear Co. -:- Chicago, Ill.

ers. Private club members as well as public-links players can profit. We are endeavoring to spread PGA experience and knowledge. This, we hope, will create in the minds of golfers, that PGA members are recognized authorities on golf, its mechanics and equipment.

It might be a good plan to advertise the fact that on all sets of clubs purchased during this week, the pro making the sale will give (free of charge) three private golf lessons. We must remember the more contacts we make during this week the more benefits we will receive. We are out to create a buying habit in the minds of the public for our merchandise and for our advice and knowledge. This habit must be nurtured. The public and our club members must get the habit of doing business with us, the habit of coming to us for advice on all golf matters. If we are expecting this habit by our clientele we then should do something to create this public confidence. Consequently this "Golf Week" plan.

Fourth—Secure the cooperation of radio stations in your city. Request them to broadcast a notice telling about "Golf Week." It might be possible in some sections for a few members to give short talks or interviews on golf questions.

Fifth—Before or after the scheduled exhibition matches, one or more of your members could give a demonstration of trick shots, slices, pulls, low and high shots, balls played off a bottle, off a watch, hanging from a string, three balls teed one on top of the other and hitting any one selected by the audience, etc. This can be made quite an exhibition in itself and it is not difficult. Any one of our members could do it with a little practice. In teeing balls for these tricks use molding clay; the balls stick to each other better, and when teeing on a watch or bottle the tee can be made as high as you care to have it. Put a piece of clay on the end of a string and a ball will stick to it. Have someone hold it at any height they care to.

Sixth—Have several of your members arrange to make short talks at the luncheon clubs in your city. If they prefer, let them take a club or two and explain the grip and swing. This can be done successfully. Questions will be asked that they can answer and it will be enjoyed by all at the luncheon.

All or several of the above suggestions will allow you to arrange a very attractive

schedule for a busy week of golf publicity and promotion.

"Golf Week" can be successfully put on by any number of PGA members, in any locality. If it so happens that a member is far removed from the central part of his section, he can do a good job without any other help, if he is so inclined and is a wide-awake fellow.

The sections are urged to recommend and add other means of publicity to the above suggestions. You might find that certain types of publicity will go fine in your section while in other sections it would not be so successful. You will have to use discretion in arranging your program.

The only expense (other than the time donated by our members) would be for posters and signs. This would have to be borne by the section.

It will be satisfactory for you to arrange the dates for "Golf Week" in your section. The Southern sections should select early April dates, the Central sections mid-April dates, and the Northern sections, early May. These dates have to vary so all sections can have suitable weather conditions. The early spring is the best time for "Golf Week." You secure the best publicity. Enthusiasm for the game is at

Pabst Brewing Co. new draught beer, An-deker, was featured in the Pabst rooms at the Club Managers' convention. Charley Allen was in charge. The new premium draft beer is pouring itself into high popularity, says Allen.

its peak. Converts are easily enticed. And above all you have the jump on store competition because of your personal contact with these golfers. The benefits derived from such a plan cannot be counted in dollars and cents immediately.

A SMART way for tactfully advertising the value of expert pro service shines out in a recent issue of the Wilshire CC "Club News."

An analysis of handicaps for Oct. 1938 was printed alongside the figures for June, 1934. The figures were:

	June, 1934	Oct., 1938
3 to 10 handicap....	31	58
11 to 15 handicap....	98	115
16 to 20 handicap....	119	133
21 to 30 handicap....	109	82

Such figures imply that the club pro can take a bow for figuring in the betterment of the standard of play. Members don't improve that way all by themselves. Olin Dutra is the Wilshire pro.

GOLF GRIPS

GOLFERS are critical of their clubs. Fulfilling the exacting specifications of the skilled craftsmen who make their clubs is a weighty responsibility. It is a significant fact that, year after year, the nation's foremost manufacturers of golf clubs entrust us with the responsibility of supplying the highest possible quality of golf club grips.

by **LAMKIN**