

# *Let's Look at Things*

## IN THE LIGHT OF EXISTING FACTS

AS A FIRST MOVE toward important developments in our merchandising program, I have called a meeting at which all of our key sales executives will be present. The purpose of this meeting is:

(a) To carefully consider the problems of the golf equipment industry, especially as they affect the distribution of Wilson golf equipment through the Professional shops, and,

(b) To evolve a possible plan by which more new players can be interested in golf and the present players induced to play more often.

The golf club manufacturing industry has been and is faced at present with some definite problems that are difficult to solve. The number of golf rounds played in the late twenties, according to a survey made by a neutral agency, was about 90 million. The productive facilities of the manufacturers during that period were such that all manufacturers were able to handle the demand for clubs.

Along in 1932 the demand for golf goods materially decreased—there were about 30 million rounds of golf played, and, consequently, less balls and clubs were used.

In 1935 and 1936 the number of rounds played jumped up to around 60 millions and probably today the number is still 20 to 25% less than at the peak.

We, as well as other manufacturers, are geared up with machinery and pro-

ductive facilities to take care of a much larger market than at present exists.

Therefore, it seems that it is the problem of all who are in this golf business—both manufacturers and professionals—to give study to some plan, both collectively and individually, which will affect the growth of golf played and thereby increase the demand for clubs.

In the past few years the chief objective of all factories making clubs has been to get enough business to keep all manufacturing units on a basis that will earn the fixed charges and manufacture economically.

The emphasis in the sale of these commodities is entirely too much upon price. The individual manufacturers depend upon that to hold their volume. Therefore, we hope, as an individual manufacturer, to find some way to increase the demand for golf clubs by having more golf players and more golf played by those now playing.

At this special meeting, above mentioned, we hope to develop a plan that will accomplish our major objective. We will report back to you in later issues of this magazine conclusions of vital importance to you and to us, realizing that there are certain Pro Shop merchandising problems that must be solved. We believe you will agree that we are attempting to do our part in that regard.

*L. B. Jrely* President

WILSON SPORTING GOODS CO.