

INSIDE GOLF

by
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SPORTING
GOODS CO.



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TELEPHONE
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Dear.....:

Your letter contained the first news I'd had of your election to the.....club's presidency. My congratulations to the club and my best wishes to you in a job that I know is difficult enough to call on your abilities.

You say that you are puzzled in trying to put your finger exactly on the spot where attention should be devoted to pep up your club. I'm not.

I have known your pro....., for some years. He and I discussed, last fall, the situation at your club. From the picture as both you and he put it, your club's major problem is that of promotion.

Your pro knows it. He has been having children's classes and women's classes at the club. He has been teaching golf classes at your high school at considerable inconvenience to himself. There has been no direct cash return to him. But there has been a big and increasing indirect profit to him and your club in community good-will advertising., as a good pro businessman, knows that the more who become interested in golf by class lessons, the more private lessons he will give and the more clubs, balls and bags he will sell.

He is extending the market for his services.

Outside of what.....is doing with the class lessons at the club, there's practically no club promotion work being done. And to make this official negligence even more glaring, ask yourself if the club officials have really got in and pitched to help.....publicize his classes. You know they

haven't. The pro has been doing a lone-handed job. You all owe him more than just your thanks for his initiative.

Let's look at your golf club as we would look at a business. First thing we observe is that our plant is idle too much of the time. We have to try to level our load. That means we have to develop far more women and children golfers to play during the week-day mornings. When we get them in sufficient numbers, then there will be far more pressure on husbands and fathers to join—and stay in—golf clubs.

As a matter of business, as well as of sportsmanship and community service, high school teams should be allowed to play occasional matches on private courses. There are many days, other than week-ends, where the presence of four foursomes of serious-minded youngsters on your course wouldn't disturb any of the members. in his teaching of golf at your high school, has taught these young men and women golf etiquette. The students' conduct will give no cause for members' complaint.

Now that golf has made a great recovery from the depression, we can see that the old habit of clubs thinking of youngsters as caddies instead of as including a number of prospective members, cost golf club officials many a headache.

Still this old habit of thinking continues in many places. Junior memberships cost too much at most clubs. A nominal fee for junior play restricted to morning hours except Saturdays, Sundays and holidays, would solve many membership problems 5 to 10 years ahead of the time when these membership replacement situations become acute.

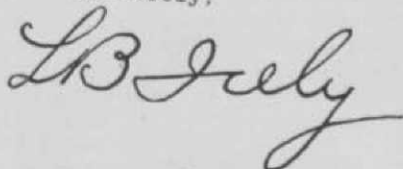
Talk to your pro about the golf promotion work that pros are doing all over the country. You know how your own industry is working on the problem of creating a larger market for its product. You know that's a vital job. But you haven't recognized how vital is the market promotion job at your own club.

Your manager and greenkeeper, as well as your pro ought to be in on these discussions. The work of promoting a club needs all the energy and team-work you can get.

Think it over and see if you don't agree with me that one of the most urgent responsibilities of your administration is that of helping its professional in the golf promotion job he's doing all by himself.

With best regards to you and to I am

Sincerely,



President
Wilson Sporting Goods Co.