

Report on Promotion Filed

National Golf Foundation Tells Aims and 1940 Results

CONTINUANCE of golf promotion co-ordinating efforts of pros, public recreation authorities, and manufacturers, is detailed in the report and budget of the National Golf Foundation recently submitted to golf goods manufacturers who finance this market-building work.

Glenn H. Morris, director of the National Golf Foundation which was developed from the pro market extension activities formulated by GOLFDOM and GOLFING, prior to submitting detailed plans for 1941, presents major aspects of golf promotion as follows:

Golf market development according to the policy of the original PROMotion plan and its successor, National Golf Foundation, considers the game in its third American period.

First was the introductory period when adult amateurs, mainly of Scotch origin, established clubs and immigrated professionals to instruct club members and manufacture clubs.

Second was the period when American golf, having received impetus from the social and financial standing of its pioneer amateurs, developed a large number of caddies. Boys who were members of families in moderate or well-to-do circumstances grew into club member class. From families of limited financial circumstances came professionals who supplied the game with a commercial development factor.

Now, the second period's caddie impulse is absent. Present-day caddies mainly are those who must consider golf primarily a source of family financial aid.

Schools, Colleges Are Nursery

Consequently, golf market extension and protection must come from educating high school and college students to a lively interest and ability in the game. Hence the emphasis on golf promotion in schools. This is having increasing success.

The World War definitely contributed toward increased golf. The total number of U. S. golf courses in 1916 was 742; this total increased 156% in the following five years to 1,903 courses. War profits accounted for an increase in private clubs. At that time male employees of firms in

war work spent their new surplus on silk shirts and other such luxuries.

Now, the broadened base of golf gives the game an opportunity as well as a responsibility.

There are 705 public courses and 1,199 privately-owned daily-fee courses in the U. S. The participating recreation policy is registering with the American worker. He—and she—no longer is content to be a spectator. WPA work has greatly expanded facilities for low-cost golf play.

Public Needs Toughening

President Roosevelt has asked John B. Kelly of Philadelphia (a former Olympic athlete) to devise a plan for civilian physical training to "toughen up" America. Failure of the National Guard, in recent maneuvers, to march but little more than 5 miles a day, revealed need of adult physical conditioning such as golf supplies to a wide age classification, and to both sexes.

Those factors are considered in the plans of golf promotion which the National Golf Foundation intends to push harder with employers, industrial recreation directors, and with community and government bodies.

Prospect of extension of the draft curtailing young men's golf market, dictates close watch on compensating sectors of the market.

Public and daily-fee courses, especially, are to be enlisted in 1941 in a drive for getting adult golfers as part of the national physical fitness campaign.

"Golf in Schools" booklet, mailed to all schools and colleges and to all golf professionals in the United States, brought response far ahead of previous issues. The 1940 book offered physical educators and school officials for the first time detailed plans for carrying out golf instruction programs. The circulation of this book greatly stimulated requests for the free material furnished by the Foundation.

During the spring semester, schools and colleges alone requested and received almost 400,000 instruction sheets. Many prominent professionals from all parts of

the country praised the sheets and requested supplies for use with their golf classes. These lesson sheets have been one of the largest factors in golf promotion during the past two years.

The school golf introduction plan has proceeded beyond the most optimistic expectations. Great credit is due PGA and individual pro foresight in this development.

The school plan, even that advanced portion of it in which pros enlist the instruction services of physical education teachers the pros have trained in the fundamentals, has served to acquaint the budding golf market with the complex and expert character of the master pro's services. Fears of the few apprehensive pros that details of the school instruction plan would develop a new crop of competitors qualified to compete for pro jobs have been proved to be entirely unwarranted.

Consequently, each year, more extensive and valuable pro cooperation is being received.

PGA May Sponsor National Junior Event

AMONG 1941 plans to be discussed at the forthcoming national PGA annual meeting is that of sectional boys' championships under supervision of the various PGA sections, with a pro-boy competition as one feature of the event.

Golf pros have noted that the attention of tennis pros to junior competition has been a valuable factor in promoting the growth of tennis, the wholesome interests of youngsters, and the income and reputation of the tennis pros.

Several golf pros who heard the remarks of Miss Elizabeth Ryan, noted tennis coach, at the Chicago C of C luncheon during the recent national pro tennis championship at Chicago, expressed the opinion that tennis amateur and pro groups were progressing farther and faster than golf governing bodies in junior promotion.

The U. S. Lawn Tennis Assn. in its September Service Bulletin said: "The USLTA is extremely interested in the work which the coaches are doing to teach youngsters how to play better tennis and, by the force of their example, to encourage boys and girls to be better sportsmen both on and off the court. We want to

cooperate with them to increase the opportunities for coaches of ability and character to obtain positions with schools, colleges, public parks and clubs. We want their cooperation in encouraging schools and colleges to make tennis a major sport and to encourage competent teachers to coach their teams. We need experienced coaches for our Junior (boys) Davis Cup squads, Junior (girls) Wightman Cup squads, preparatory squads and tennis clinics. It will help to raise the general standard of coaching, if the best coaches and the USLTA can agree on certain fundamental methods of stroke production for schools and colleges to teach. Working together, we can produce educational tennis films and illustrated pamphlets which will help the average coach develop stroke technique along the most modern lines."

Golf pros have made tremendous strides in junior golf development in schools during the past three years, coordinated nationally by the National Golf Foundation.

The USGA has not looked favorably on the idea of a national junior tournament due to the expense requirements, but it is thought that junior championships conducted in the various PGA sections, and under careful, competent supervision of the PGA in association with regional amateur bodies will have the hearty endorsement of the USGA.

Heart Attack Fatal to Mrs W. V. Hoare

MRS. WILLIAM V. HOARE, wife of the veteran widely known pro, died in a Chicago hospital Sept. 30 from a heart attack occurring the day previously. Mr. and Mrs. Hoare had been married 33 years. Mrs. Hoare was born in Chicago. Her maiden name was Bertha Marie Weidinger.

During Willie's invalidism of the past 6 years she had cheerfully and competently kept his spirit at a high point and beautifully attended him during a tedious but amazing convalescence.

She was beloved as a great and gracious character by the hundreds of golfers who met her when Willie was active in the game, and who saw her at home when they visited to engage in lively conversations with Willie.

Interment was at Graceland cemetery, Chicago, October 2.