

ple to grasp, and in most cases would be boring to the listeners. Our Golf Doctor program has exactly one minute of instruction, and that is all. To produce a golf program successfully one must regard the matter as a theatrical venture in miniature. Good direction, script writing, and timing are essential. Add to that humor, drama, fact, and fiction, and you have a real little show. We of course have been lucky to have such outstanding stars of the theatre and radio as Jimmy Durante, Bing Crosby, Bob Hope, Danny Kaye, and many others. But as well as they we have Olin Dutra, Ben Hogan, Tommy Armour, and lots more.

Some people seem to have the idea that all you have to do to have a golf radio program is to have on the air Hogan, Snead, Mangrum, Nelson or some other headliners. That of course is nonsense, even if all had sparkling showmanship and vivid personalities. A radio program should be fit for all people to listen to whatever the subject.

As we made our program I began to learn why it was that the big names were the big names. To give you an idea of what I mean: it took Jimmy Durante two hours to cut 15 minutes for us. He would not give his O.K. till he had got it perfect. Linda Darnell made four records before she was satisfied.

I am told that there are in America nearly five million people who play or have played golf. From a commercial point of view that is a huge public to attack. But the point is that these people will not listen unless the program is entertainment as well as instruction, and that is why golf programs often miss fire. Even when Hollywood made the Bobby Jones movies they brought in film stars to add to the attraction, and so with television today golf will appeal to the public when it is wrapped in something besides golf.

Let some enterprising person take a camera to the strong room at St. Andrews and make a film of all the historic implements of play throughout the ages. You will see old golf balls, old golf clubs; all the ancient implements of play that introduced the game to the stubborn English, who refused to play the game at all until the king of Scotland forced them to. Let the same camera take a picture of the modern golf ball factory, then those who watch the television will wonder why they can't hit the ball further! They bounce so beautifully when they are being tested.

The vast range of personal interest in golf, its technicalities which are such that almost every golfer who can shoot 100 immediately appoints himself instructor for the 105 shooter, and the fact that it's for young and old, male and female, give golf a multitude of radio and television

program possibilities that are unworked.

We in golf need to make a fresh approach to the radio and TV possibilities and begin getting the customers into our act.

Golf Writers Name Tufts Their Man of the Year

Richard S. (Dick) Tufts, pres., Pinehurst, Inc., was elected by the Golf Writers Assn. as the man who did most for golf in 1950. Dick's nomination was by 618 votes from the 161 of the Writers' membership who voted. Writers were allowed to name four men with 5 points going to the first named. Mayor Jim Rhodes of Columbus, O., was second with 487.

Tufts's service through his USGA work as chmn. of championship, green, implements and ball, handicap and junior championship committees plainly identified him as a top working man for the good of golf. His understanding of the problems of the game, his wide acquaintance among amateurs, pros, greenkeepers and golf writers and his helpfulness to them all, should have made Dick one of the nation's leading candidates for ulcers but by virtue of a grand disposition, clean living and keeping regular hours — qualities highly rated by golf writers — he receives the Bill Richardson memorial award for the past year. Previous winners of the award are Bob Hudson, Scotty Fessenden and Bing Crosby.

1949 Golf Equipment Sales Over \$30 Million

Total sales of golf equipment for the year 1949 amounted to \$30,751,418, 34 per cent of the \$88,832,576 total sales of all athletic and sporting goods equipment, according to a census report recently completed by the Athletic Goods Manufacturing Assn.

A summary of golf equipment sales based on the factory selling price exclusive of excise tax shows:

1,919,560 irons	\$ 8,110,946
1,081,609 woods	6,633,704
3,001,169 golf clubs	14,744,650
2,248,745 dozen golf balls	12,695,061
457,703 golf bags	2,986,232
Other golf equipment	325,475

Total

\$30,751,418

Totals of other sporting goods sales were:

Baseball equipment	\$20,312,555
Inflated goods	7,556,147
Tennis equipment	4,015,970
Helmets, pads, etc.	2,548,452
Athletic shoes	12,803,214
Miscellaneous items	10,844,820

Total

\$88,832,576