

Market Survey Pointed to Diatomic Club Pro-Only Policy

By HERBERT C. JOHNSON, JR.

Pres., Nadco Sporting Goods Co., Chicago

During the past two years hundreds of professional golfers in eight representative states have provided our company with the most dependable information on merchandise, market and marketing policy a manufacturer could hope to get.

Our company has been in business for many years and has attained a high reputation and very large sales volume in automotive and aviation devices. The golf cart business accounted for our successful debut in the golf field. Until recently golf carts were the only products we made for golf.

As we approached a new development in golf our golf cart salesmen undertook the important task of market research required. The findings were invaluable as guidance in our new operation of making distinctive golf clubs.



Johnson

Figures, observations and opinions from the pros who are in position to view and forecast the golf market better than any other groups indicate that within 10 years the pros will sell about 80 per cent of the top and medium-quality golf playing equipment.

There also is an indication that the professional at the first class metropolitan district club will have a staff of at least three teaching assistants, two shop men and one man continuously employed during the season at club cleaning and other back-of-shop work.

Today, pros seeing the forecast of larger staffs, will wonder how the payrolls are going to be met when the staff consists of seven or more men. The clubs are going to have to meet that bill for required service and there is a possibility that the guaranteed monthly minimum pro department account or a set fee for pro department service may become general.

There already are, in tournament golf, more college graduates than there are non-collegiate contestants. Some young men now on the tournament circuit or at clubs as assistant professionals have had commerce schooling in college and are qualified to apply that training to the advancement of pro golf business. Physical education degrees of college-trained pros also will be a factor in the future of professional golf.

The professionals have seen what college

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special training at Cornell and Michigan State, especially, have done in preparing young men for successful careers in club management. The pros have seen a good deal of the benefits of the college courses in golf course maintenance.

Consequently, there are numerous professionals already forecasting that there will be pro jobs at all sizes of clubs in the next 10 to 15 years being handled by men who have had specialized training in course and clubhouse management as well as pro department operation at colleges.

Shorter work weeks, more children playing, more women playing and more golfers over the retirement age of 65 doing a lot of playing are going to increase golf play beyond the past rate of growth.

There now is an acute shortage of courses in most districts but that situation will be corrected. The big development will be shared by public courses and the private courses which will be financed by the sale of real estate bordering the new courses.

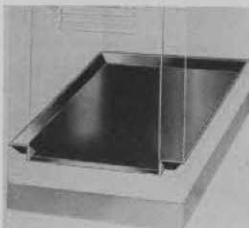
Naturally the increase of golfers, number of rounds played per golfer per year, and the amount of equipment sold is going to mean that competition isn't going to let the pros collect the profits from the enlarged market

without thinking and working hard for the increased business.

From what our men reported from and about the professionals, we adopted a pro-only policy for our Diatomic clubs. We expect to be in business for a long time and to be getting a big part of a tremendous market by growing along with the wise working pros.

Rubber Tray Keeps Locker Bottoms in Good Shape

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