

our profession where exclusive Fifth Avenue merchandising works. But as a whole it won't. The consumer base of golf is getting broader, and lower in price. We must not forget that most of the merchant princes have found it necessary to maintain a bargain basement beneath the smart, exclusive emporium that has made their names synonymous with fine merchandise.

Whether we like it or not, the beginner is the most important guy in the whole setup to us. He's a bang-up prospect for addition to our active merchandising list—a list that is never too large, even at its best. So we'd just as well make up our minds now as anytime to play ball with this boy—and at his own terms. He is at a loss to understand why we pros cannot furnish him with beginner's equipment

at the same price it is available downtown.

One of the most urgent problems in pro golf in these times is that of letting the public know that it doesn't have to pay a premium for buying in a pro-shop but gets plus value and expert individual attention as well as a select stock of merchandise at all prices by going to the pro.

Too long we've been doing business on the Broadway hit show box-office basis, and wondering why we're not getting more volume in club sales. The movie popular-price type of competition is cutting into our sales. The tragic part of it is that the pro could handle the lower-priced lines with the same command of the market as he has in the upper-priced lines, if he'd study this opportunity and keep his stock in a price balance best suited to the financial situation of all players at his club.

## Gift Sales-Push Profitable to Pros

**G**OLF gifts for Christmas continue to grow in volume as a part of pro department business. Comparatively few pros were able to register substantially in this business up to a couple of years ago, despite the fact that store Christmas business in golf is a big part of stores' sports volume over the holidays.

Pros who have been most successful in getting this Christmas volume say that not the least of its profits is the education it gives in salesmanship and marketing policy. One discovery made by these pros is that women, in particular, make up a big market for Christmas golf presents. The pro who telephones, or calls in person, with a definite suggestion of golf equipment items for husband, son, daughter, or good friend is welcomed with his shopping help.

One thing active pros have learned about this Christmas present business is not to stall on it. One pro who is very active in Christmas selling found out that one of his big corporation prospects had placed an order for 600 gift duffle bags early in September. Duffle bags, head covers, balls and putters are items most favored by corporations that send Christmas presents to their customers.

On much of this business, despite the pro's "in" with the purchaser, there is keen price competition. Usually the ball price competition is keen, but pros who sell hundreds of dozens of balls as corporation Christmas gifts, do business by

pointing out that when a ball of the pro-shop grade and standard Grade A brand is sent as a present it really scores, whereas a private-brand ball is received as evidence of the giver's desire to get off as cheaply as possible while trying to observe the formalities.

### Solicit Members Early

Because many club members are in executive positions and are responsible for the selection and purchase of their companies' gifts, the pro should lose no time in calling on them with his suggestions for Christmas presents. These men know the established retail price for the sort of merchandise that the pro carries, hence when the pro makes a price concession for quantity purchases it carries weight with the prospective buyer.

Several companies offer a personal name marking service on balls in quantity lots. This has been responsible for some large gift orders pros have received. This business must be solicited early as the Christmas gift rush necessitates plenty of leeway in delivery date.

A great boost to pro solicitation of Christmas gift business is the gift packaging and premiums various ball manufacturers make available. The pro who will call on his members with an assortment of these packages is set to do a lot of off-season business as a reward for his energy and salesmanship.

# NOTICE

## TO PROS WHO HATE THE WINTER. . . .

*Following the successful practice of the motor car manufacturers who have advanced the release of new models from January up to October, Wilson will release new improved 1941 Golf Equipment in November instead of next spring. This is one of the most important merchandising improvements in the history of golf.*

Statisticians assure us that more than 70% of American Golf Professionals have no steady, assured income from October until April.

If you are one of those who stay at home during the winter and try to do enough business during the golf season to tide you over the long winter months, we think you will welcome this new plan of ours.

It is designed especially to help you and others like you to solve your winter problems—another feature of our cooperation work with Pros. Here is how it works:

Among your club membership there are probably quite a number who will take Winter Vacation trips during which they will play golf. Railroads, airlines and hotels anticipate the biggest winter resort travel business in years, *this winter*.

There are other members who will be interested in winter practice—and many to whom the Christmas season is a fine time to use golf equipment as gifts—to themselves, if not to others.

With this condition and your condition in mind Wilson has decided to take a leaf from the Motor Car Manufacturers' book and do an unprecedented and daring thing.

We will present in November instead of next spring our complete line of new and improved Golf Equipment for 1941. In other words by having our Golf Show of 1941 merchandise *now* instead of next spring we will give you a full five months head start on competition.

This is one of the most important innovations on record. If you take advantage of it you can largely overcome that customary winter blackout of business and income.

Here you have fresh, new clubs—embodying latest improvements—for men and women—the newest 1941 Wilson Golf Balls and a complete new Pro line of 1941 Golf Luggage to dazzle the eyes of those who plan winter trips. Instead of taking the old clubs along they will be able to take the newest 1941 Wilson models.

Here, also, you have grand new 1941 merchandise to offer for Christmas gifts—and newest improvements in irons and woods for those who will be inspired by the "America, Keep Fit" part of our Defense Program to practice during the winter.

This new Wilson Pre-Spring Showing is for *you*. It's new! It's practical! It's a life-saver if you will make use of it. It means that you don't have to wait until next spring to start selling 1941 merchandise. You can start *now*—giving players a chance to become familiar with their new clubs during the winter.

The Wilson 1941 Line is full of important new features—including the new Patty Berg line of women's clubs—a slightly lighter head and softer shaft in Top Notch Irons, some important price reductions *where they count*, new 1941 "Player-Fitted" Golf Balls and others.

So there you are. We offer you this chance to beat the Spring season by five months—the opportunity to turn the dead winter months into live profits. Will you do it?

If you haven't seen the details of our new 1941 Line call on your nearest Wilson Branch or get in touch with us at once.

## WILSON SPORTING GOODS CO.

Chicago, New York and Other Leading Cities



IT'S WILSON TODAY IN SPORTS EQUIPMENT

# Report on Promotion Filed

## National Golf Foundation Tells Aims and 1940 Results

**C**ONTINUANCE of golf promotion coordinating 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.

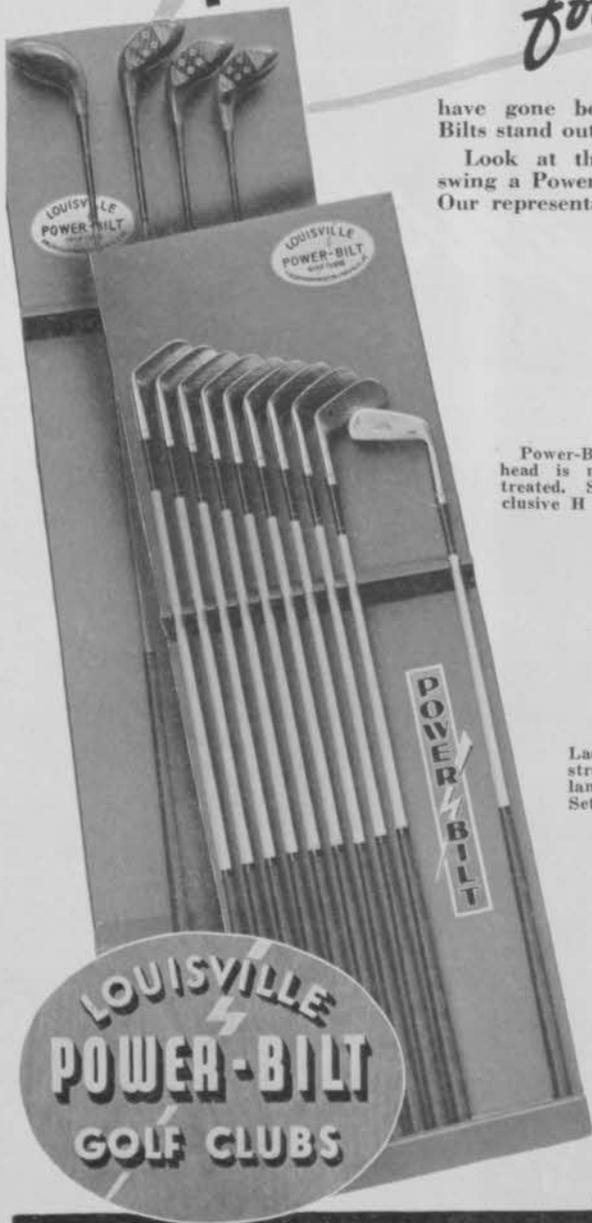
Prospect of extension of the draft curtailing young men's golf market, dictates close watch on compensating sectors of the market.

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.

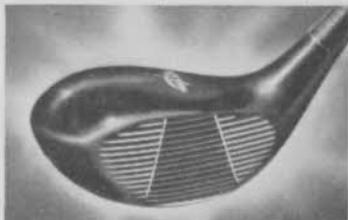
During the spring semester, schools and colleges alone requested and received almost 400,000 instruction sheets. Many prominent professionals from all parts of

3 of the new  
**POWER-BILT** Sales Leaders  
 for 1941!

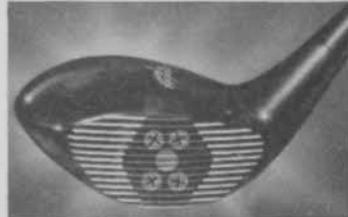


● Like all Power-Bilt models that have gone before, the 1941 Louisville Power-Bilts stand out as the season's smartest golf clubs.

Look at their styling and eye appeal—then swing a Power-Bilt to feel its balance and power. Our representative is on his way to call on you!



Power-Bilt Wood—Model G95. Its sleek, pear-shaped head is made of choice persimmon—"Powerized" treated. Shafted by True-Temper with the new exclusive H & B Dynamic Shaft. Set of 4 clubs—\$36.



Ladies' Power-Bilt Wood—Model W94. A streamlined model for women golfers with laminated face insert. Shafted by True-Temper. Set of 4 clubs—\$36.



Power-Bilt Wood—Model K90 is the 1941 Edition of the patented Progress Grip Power-Bilt wood. Shafted with the tried and true True-Temper Step-down shaft. Its "Powerized" treated persimmon head is finished in rich walnut. Set of 4 clubs—\$40.

WRITE FOR 1941 CATALOG

HILLERICH & BRADSBY CO., INC., LOUISVILLE, KY.,

HOW DID YOU  
WIND UP THE

*Season?*



“PLAY THE CLUBS THE PROS

**S**The weather man sure raised hob with Spring golf business, and you know the results. Season's totals were down. But here's the point. The fellows who urged "Play the Clubs the Pros Play" had no umbrella over their courses — they had the same tough Spring. But when the season did break they really went to town — the majority of them making up every loss — and many going on to new sales records.

They did it by putting themselves in more solid with the golfers in their locality . . . by building personal prestige and acquaintances. How? Their pictures appeared in 1,963,489 pages of national advertising for one thing. Then local newspapers featured golf lessons that carried their names — and if you want to know the following of home town golfers who eagerly sought these daily tips, just listen to this — one newspaper missed an issue — and 30 golfers called the pro that day to ask "How come." That's action! Then they got action over to the listening audience with Radio Lessons. Again they were built up . . . again their names were more deeply impressed upon the golfers who really counted for them.

Special newspaper ads — driving contests with all the big little things like Bag Tags — actually 50,000 bag tags were used by these pros to build good will — build their names!

As a result, these boys are not singing the blues. How about you?



**PLAY!**



*Tommy Armour*  
**TOURNEYS**

REG. U. S. PAT. OFF.

**MacGregor**  
*THE GREATEST NAME IN GOLF*  
CRAWFORD, MACGREGOR, CANBY CO., Dayton, Ohio

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.

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## PGA May Sponsor National Junior Event

**A**MONG 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.

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## Heart Attack Fatal to Mrs W. V. Hoare

**M**RS. 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.

*Golf Shafts Come  
and Golf Shafts Go  
but*

**TRUE TEMPER**

**STEP DOWN GOLF SHAFTS  
WIN THOUSANDS OF  
NEW FRIENDS EACH YEAR**

● In 1940, more tournament winners, more tournament players, and more good golfers—by many thousands—used TRUE TEMPER Shafted Clubs than ever before.

TRUE TEMPER has again proven to be the Golf Shaft of Champions—first in power—sweetest in action—perfect in balance—universally chosen by players of every degree of skill the world around.

In 1941, TRUE TEMPER Step Down Golf Shafts will add many times more sales and profits to the business of Professionals, than all other shafts combined. Your customers know TRUE TEMPER Step Down Golf Shafts—and prefer them. Please your players—give them the best. The American Fork & Hoe Company, Cleveland, Ohio, Makers of

**TRUE TEMPER  
PRODUCTS**





## Clubs Find Bowling On Green Popular

LAWN bowling is rapidly becoming a major sport in America. Well over 15,000 American players now enjoy this ancient outdoor game in the U. S. and, undeniably, country clubs are adopting lawn bowling in extending their scope of attendance. Lawn bowling has all the tantalizing perplexities known to any golfer who has attempted holing a 20-foot putt. You may doubt this, but watch a lawn bowler roll his Mineralite and be amazed at the accuracy he attains with his round, black "bowl."

It is a game that requires the judgment of a putting "shark" and it is not too strenuous.

The lawn bowling green provides a game in which members of both sexes of all ages can meet in keen sociable competition. A level, well-kept bowling green will accommodate 64 players at one time, and, very important, can keep these players occupied and contented until late in the evening. Maintenance problems of the lawn bowling green are not many or expensive. Veteran bowlers from England and Canada have been deeply impressed by the excellence of bowling greens at American country clubs.

Lawn bowling is a popular night attraction at the country clubs. After golf has ceased because of darkness, the bowl-

## GOLFDOM

ing green gives an opportunity for leisure entertainment.

A full-size bowling green is 120 feet square. This is divided into 8 equal spaces called "rinks." Each rink is 14 ft. wide and 120 ft. long, and will accommodate 16 four-man teams. Reason for the 120 ft. square measurement is that the direction of play can be alternated each day to avoid excessive wear and tear on the ground. You bowl north and south one day and east and west the next day. This preserves the ends of the rinks which otherwise would tend to become unduly worn.

## Describes Syracuse Plan for Red Cross Events

W. M. B. STARK, president of the New York State GA and of the Syracuse GA, asks the cooperation of golfers and golf club officials in adopting what now is known as the Syracuse plan for raising Red Cross funds.

Considerable use of this plan has been made in New York state. All there is to the plan is asking every golfer to play in at least one Nassau system scoring over a designated week-end. The victors' winnings go into a Red Cross box in the locker-room. Contents of the boxes are turned over by the clubs' Red Cross committees to the local Red Cross.

### Raise \$400 In One Day

In Syracuse large posters were displayed at the clubhouse. The boxes were brought into Red Cross headquarters at a designated time and emptied into a pile. No record was made of any individual club's contribution. Approximately \$400 was raised by Syracuse golfers on Labor Day by this method.

The idea's a grand one. It's something that the fellows and girls ought to go for. The reason for money changing hands in a golf bet is to teach the opposition a proper respect for real class and ability, and not because the winner needs the money and takes to golf for making a living . . . theoretically, anyway.

Fairways on British golf courses were allowed to grow long during late summer in order to provide additional crops of silage. Royal Burgess course began the campaign.