

Our Annual Sport Bill

COST OF PLAY RUNS UP TO MORE THAN HALF A BILLION

by CLAEB JOHNSON

How much the people of the United States spend on recreation nobody can figure with any very close approach to accuracy, but the United States Department of Commerce has just compiled some figures which indicate that on amateur sports alone we spend upward of half a billion—five hundred million—dollars a year.

This is not taking into account any of the professional so-called sports, such as baseball, boxing exhibitions, horse-racing and the like, which are more in the nature of theatrical exhibitions than of anything which can properly be termed sports. If the money spent for admissions to such affairs were included, as well as the money won and lost in betting on them, and there were added in the intercollegiate football games and other events to which people pay admission though they do not personally participate in them, the total would run well over a thousand million dollars.

But the Department's figures deal solely with the dollars and cents spent in amateur sports, the things people do themselves such as playing golf, fishing, shooting, tennis, "backlot baseball, swimming and the like. And the figures throw an interesting light on the habits of the people of the United States as a whole.

There are now more than 5,000 golf courses in the United States. And if you don't think that is a good many, I'll tell you that it is more than all the rest of the world put together! Golf was introduced into America from Scot-

land less than fifty years ago. The first golf course in America's said to have been laid out at Sarasota, Florida by a group of young Scotchmen whose fathers had bought half a million acres of Florida land for fifty cents an acre or so, and sent their sons over to see what they could do with it. That was in the early 1880's less than 35 years ago, that golf really became so popular, and its great vogue has been a development of the past twenty years.

When you consider that it takes about 200 acres for a really good golf course, and a few are crowded into less than 150 acres, we have some three-quarters of a million acres of land devoted to this one game at the lowest estimate. Most of it is high priced land, too, for a golf course to be of any use to a considerable number of people must be within easy distance of a big center of population, and the closer to a big city the more valuable your land is. The investment in such land for golf courses is put by the Department of Commerce at over \$700,000,000, or pretty close to \$1,000 an acre. It costs an average of \$21,000 a year to maintain a golf course. There is \$105,000,000 of our annual bill for sports accounted for at once. And that doesn't count the cost to 1,500,000 golfers of the balls they lose or the clubs they replace, to say nothing of the money they spend for proper clothing and other equipment. But at \$100 a year per golfer, which is probably low, and you have another hundred and fifty millions.

The total retail sales of sporting goods comes to about \$250,000,000 a year Dr. Julius Klein, Assistant Secretary of Commerce

states. More than 10,000 salesmen are employed in selling sporting goods, drawing salaries aggregating above \$20,000,000 while the factories making such commodities employ 33,000 workers whose wages run to \$40,000,000 a year.

One of the largest items, next to golf, is fishing tackle. Our national bill for fishing supplies every year is over \$3,000,000. That is more than we paid Russia for Alaska in 1869. That is a lot of money compared to what the average man of today had to spend for fishing tackle when he was a boy. As President Hoover put it when he was secretary of Commerce:

"We have indeed made stupendous progress in physical equipment to overcome the mysteries of fish. We have moved upward from the rude but social conditions of the willow pole with a butcher line, fixed with hooks 10 for a gime, whose compelling lure is one segment of an angleworm and whose incantation is spitting on the bait. We have arrived at the high state of a tackle assembled from the steel of Damascus, the bamboos of Siam, the silk of Japan, the lacquer of China, the tin of Bangkok, the nickel of Canada, the feathers of Brazil and the silver of Colorado—all compounded by mass production at Chicago, Ill., and Akron, Ohio. And for magic and incantations we have progressed to applications of cosmetics to artificial flies and to wonders in special clothing (for the fisherman)—to countless varied lures and liniments, and to calling a bit a "strike." Nor do I need to repeat that fishing is not the rich man's sport, though his incantations are more expensive."

Besides the makers and sellers of sporting goods, the textile weavers, the manufacturers of clothing, shoemakers and others gain from the production of sport clothes. Each sport calls for its own costume. The tennis

play and the golfer dress differently and neither wears the fisherman's rubber boots.

The other purely American game is basket ball. That was invented in the early 1890's by an athletic instructor in a Middle West Y. M. C. A., who wanted a game which the boys could play in winter, between the end of the football season and the opening of the baseball season. Basketball has become the most popular of indoor games, and is frequently played out of doors too. And in the past few years explorers have discovered that ancient Mayas that strange race of the earth leaving only great stone monuments and buildings now almost buried in the jungle, had a game much like basketball, played with an india rubber ball which was thrown through stone circles much as are the baskets in the modern game.

TRADEMARKS
It would be interesting to make a list of words which were invented to serve as trademarks for a particular product, but which have come into general use to describe any thing resembling the original article. "Celluloid" is one of those words; it strictly means only the product of the Celluloid Company; "Kodak" is another; the same belongs to George Eastman's cameras but we use it to mean any small camera. When you say "Colt" everybody familiar with firearms knows what you mean, a large caliber pistol. Probably nine men out of ten in the region where "five gallon" hats are worn refer to their head gear as "Stetsons." "Winchester" is almost a synonym for "rifle." And everybody refers to the abbreviated masculine underwear which is now in such general use by the trade-mark of the first of its kind, "B. V. D.'s."

MERGERS
Consolidation of several small enterprises to make a single large one is not confined to manufacturing industries. Senator Arthur Capper, of Kansas knows what he is talking about most of the time, says that more than a million acres of Kansas farm lands are now owned by corporations, and that recently the corporation bought thirty farms in the winter wheat region and merged them.

Corporate farming is more of

business enterprise and less of a mode of living than farming by an individual is. According to Senator Capper, these farm corporations hire men who leave their families behind, to go out in the Fall and put in the crop. In Summer they hire other men to come in and harvest the crop. The rest of the year nobody lives on the big farms.

That seems menacing to the Senator from Kansas. He thinks it will result in a depletion of the soil, through lack of crop rotation, maintenance of fertility and diversification. It is hard to believe that any group of capital engaging in business on a large scale would be so short-sighted as not to take those things into consideration and apply the most modern principles of agriculture to their enterprise.

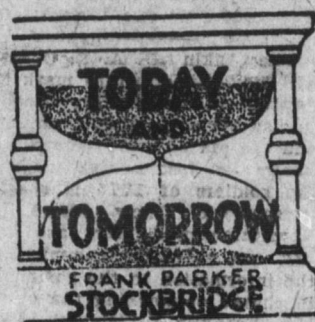
LONGEVITY
Human life is not getting any longer, according to the men who make a business of studying vital statistics. The average life is longer because a larger proportion of babies live to grow up. Fewer people die in childhood and early in life than formerly, but the man who reaches fifty-four, which is the average expectation of life of every new-born baby in America has no better chance of living to seventy than his grandfather did; not so good according to some.

Certainly the average life of a President of the United States is shorter than it used to be. Col. Leonard P. Ayres of Cleveland, one of the world's famous statisticians points out that Mr. Taft lived longer—to 72—than any other President since Millard Fillmore who died 56 years ago. Out of the first eight Presidents Washington, who died at 67 had

The average motorist uses 571 gallons of gasoline a year. Every state now imposes a sale tax on gasoline, ranging from two to six cents a gallon. The highest rates are in Florida, Georgia and South Carolina and New Mexico. That is natural, since those states have the largest highway systems in proportion to population and taxable property values. In Massachusetts where the tax is only 2 cents and distances are shorter, the average motorist uses only 400 gallons a year and pays \$8 toward highway maintenance and improvement. Last year the total gasoline tax collected in this country was \$449,731,000.

The job of President of the United States is getting harder, for one thing. For another nearly all men work more intensely and wear out their hearts and nervous systems earlier than lectured in this country was \$449,731,000.

THE AVERAGE MOTORIST USES 571 GALLONS OF GASOLINE A YEAR. EVERY STATE NOW IMPOSES A SALE TAX ON GASOLINE, RANGING FROM TWO TO SIX CENTS A GALLON. THE HIGHEST RATES ARE IN FLORIDA, GEORGIA AND SOUTH CAROLINA AND NEW MEXICO. THAT IS NATURAL, SINCE THOSE STATES HAVE THE LARGEST HIGHWAY SYSTEMS IN PROPORTION TO POPULATION AND TAXABLE PROPERTY VALUES. IN MASSACHUSETTS WHERE THE TAX IS ONLY 2 CENTS AND DISTANCES ARE SHORTER, THE AVERAGE MOTORIST USES ONLY 400 GALLONS A YEAR AND PAYS \$8 TOWARD HIGHWAY MAINTENANCE AND IMPROVEMENT. LAST YEAR THE TOTAL GASOLINE TAX COLLECTED IN THIS COUNTRY WAS \$449,731,000.



TRADEMARKS
It would be interesting to make a list of words which were invented to serve as trademarks for a particular product, but which have come into general use to describe any thing resembling the original article. "Celluloid" is one of those words; it strictly means only the product of the Celluloid Company; "Kodak" is another; the same belongs to George Eastman's cameras but we use it to mean any small camera. When you say "Colt" everybody familiar with firearms knows what you mean, a large caliber pistol. Probably nine men out of ten in the region where "five gallon" hats are worn refer to their head gear as "Stetsons." "Winchester" is almost a synonym for "rifle." And everybody refers to the abbreviated masculine underwear which is now in such general use by the trade-mark of the first of its kind, "B. V. D.'s."

MERGERS
Consolidation of several small enterprises to make a single large one is not confined to manufacturing industries. Senator Arthur Capper, of Kansas knows what he is talking about most of the time, says that more than a million acres of Kansas farm lands are now owned by corporations, and that recently the corporation bought thirty farms in the winter wheat region and merged them.

Corporate farming is more of



The honest reason

THERE IS ONLY one real reason for smoking and that's *pleasure*. A pretty good reason after all. The cigarette you select in the long run will be the one that can contribute most to your enjoyment.

Camels are made with that idea in mind—the idea that genuine smoke pleasure is what you want in a cigarette.

When you try them you will find a refreshing difference—a mild, mellow richness of choice tobaccos—a blended harmony of fragrance, silky smooth—that makes smoking a delight.

The fact that more millions have chosen Camel than any other cigarette is a tribute to an honest product, marketed for an honest purpose.

CAMELS

for pleasure

NOW is the time for CHILEAN NITRATE

DON'T take any chances with this year's crops. Side-dress them with Chilean Nitrate of Soda—the world's only natural nitrate fertilizer. With prices and conditions as they are, it is more important than ever to make every acre produce to the very limit. Chilean Nitrate increases yield and quality. Brings late planted crops into quick maturity. It is the "make-sure" food for every crop you grow.

On cotton crops, 1,007 supervised demonstrations showed a return of \$5.70 for every dollar invested in Chilean Nitrate. On corn, 526 demonstrations showed that every dollar brought back \$3.40.

Chilean Nitrate of Soda
EDUCATIONAL BUREAU
403 Professional Bldg., Raleigh, N. C.

WHERE TO BUY

Order Now
We can supply your side-dressing requirements. But don't wait too long. Get your order in at once to make sure of a paying crop.

We recommend and sell Chilean Nitrate of Soda

Rufus Simmons, Mount Airy, N. C.
W. H. Reed, Pilot Mountain, N. C.
P. O. Box 95

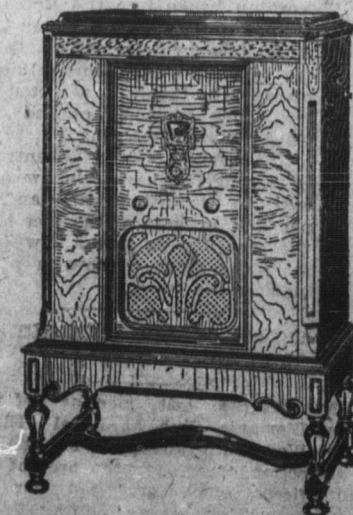
MAYTAG WASHERS

Majestic Up

June 1, 1930

\$5.00
DOWN BUYS
ANY
MAJESTIC
MODEL

\$5.00
DOWN BUYS
ANY
MAJESTIC
MODEL



WITH 55 COMPANIES BUILDING ELECTRIC RADIOS
MAJESTIC SELL MORE ELECTRIC RADIOS
THAN ALL OTHER 54 COMBINED
ALL MODEL MAJESTIC RADIOS ADVANCE

Get Yours NOW \$10.00 ON JUNE 1ST, 1930 Get Yours NOW

Greenwood Auto Co.

MAYTAG WASHERS