

# AMERICANS SPEND AN ENORMOUS SUM FOR RECREATION

Cost of Play Runs Up to More Than Half a Billion. Over 5,000 Golf Courses in the United States. Total Retail Sales of Sporting Goods Come to About \$250,000,000 a Year. Other Statistics.

By CALEB 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 probably 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 "sport." 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 to the intercollegiate football games and all 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 for the pleasure they get out of them, 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 it is more than there are in all the rest of the world put together! Golf was introduced into America from Scotland less than fifty years ago. The first golf course in America is said to have been laid out at Sarasota, Fla., 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, but it was not until the late 1890's, less than 35 years ago, that golf became a 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 100 acres, you 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, and the golf course to be of any value is a very considerable number of acres must be within easy distance of a big center of population, and the closer you get to a big city the more valuable you are. 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 \$25,000 a year to maintain a golf course. There is \$105,000,000 of our annual bill for sports accounted for it once. And that doesn't count the cost to \$1,500,000 millions of the balls they lose or the clubs they replace, to say nothing of the money they spend for proper clothing and other equipment. Put that 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 come 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 \$8,000,000. That is more than we paid Russia for Alaska in 1867. That is a lot of money, compared with what the average grown 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 string line, fixed

with hooks 10 for a dime, 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 tackle assembled from the steel of Damascus, the bamboo 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 linnments, and to calling a bite 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, shoe-makers and others gain a great revenue from the production of sport clothes. Each sport calls for its own costume. The tennis player and the golfer dress differently and neither wears the fisherman's rubber boots.

Almost all of the games which we play are importations from Europe, but there are two of distinctly American origin. One of them is lacrosse, not yet as popular as it probably will become. The first explorers of North America found the Indians playing this game, in which a leather ball is tossed by a racquet-shaped something like a long-handled dip-net. Many northern colleges have lacrosse teams and there are those who predict that it will some day rival baseball as an intercollegiate sport, because of its speed and the excitement which it affords spectators.

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 beginning of the baseball season. Basket ball has become the most popular of indoor games, and is frequently played out of doors, too. And in the past few years explorers in Yucatan have discovered that ancient Mayas, that strong race which has vanished from the face of the earth, leaving only great stone monuments and buildings now almost buried in the jungle, had a game which like basket ball, played with an india-rubber ball which was thrown through stone circles much as are the baskets in the modern game.

### DEAR OLD MOTHER AND ME

We lived in a cottage, long ago,  
A cottage by the sea,  
Only two were living there,  
—My dear old mother and me.  
Daddy had gone on his last long cruise,  
Daddy was off at sea,  
—My dear old mother and me.

The home was plain, yet it was home,  
And a living we had from the sea,  
We were happy together, just we two,  
—My dear old mother and me.  
—My dear old mother and me.

And so like a storm at sea,  
A shadow passed over the house  
—My dear old mother and me.  
A beautiful boat hovered, one night,  
And anchored off-shore at sea,  
—My dear old mother and me.

And now a love watch each night I keep,  
Looking toward the sea,  
—My dear old mother and me.  
But, no! A boat I must build and launch,  
For a cruise on the Crystal Sea,  
—My dear old mother and me.

Business man: Do you think you know enough to be useful in this office?  
Boy: Know enough? Why, I left my last place because the boss said I knew too much.

### FATHER OF A. H. BUSH DIES AT HOME IN CALDWELL

Mr. W. W. Bush, 77, father of A. H. Bush, manager of the Standard Oil station in Boone, died at his home in the Bush settlement, near Lenoir, on Saturday, May 10. The remains were interred at Colliers Methodist Church Cemetery Sunday afternoon. Rev. Mr. House, the pastor, being in charge of funeral services.

Deceased had been a sufferer from cancer for two years, and his death was not unexpected. Surviving are the widow, four sons and one daughter.

### THE WEATHER

Weather report for week ending May 17, as compiled by the Co-operative Station, Appalachian State Teachers College, J. T. C. Wright, observer:  
Average maximum temperature, 60 degrees.  
Average minimum temperature, 49 degrees.  
Average temperature, 57 degrees.  
Average daily range in temperature, 17 degrees.  
Greatest daily range in temperature, 25 degrees; date 17th.  
Average temperature at 6 p. m. (time of observation), 59 degrees.  
Highest temperature reached, 70 degrees; date 17th.  
Lowest temperature reached, 40 degrees; date 11th.  
Number of cloudy days, 1.  
Number of partly cloudy days, 6.  
Direction of prevailing wind, southwest.

Reports from all sections of Eastern Carolina indicate a scarcity of tobacco plants due to dry weather and attacks by the flea beetle.

### Mr. R. C. King Tells a Wonderful Story About Rats. Read It.

"For months my place was alive with rats. Losing chickens, eggs, feed, Friend told me to try RAT-SNAP. I did. Somewhat disappointed at first not seeing many dead rats, but in a few days didn't see a live one. What were not killed are not around my place. RAT-SNAP sure does the trick." Three sizes, 35c, 65c, \$1.25. Sold and guaranteed by Boone Drug Company, Boone; Hodges Drug Company, Boone; D. P. Coffey, Blowing Rock.

## Farmers Hardware & Supply Co.

Boone, North Carolina

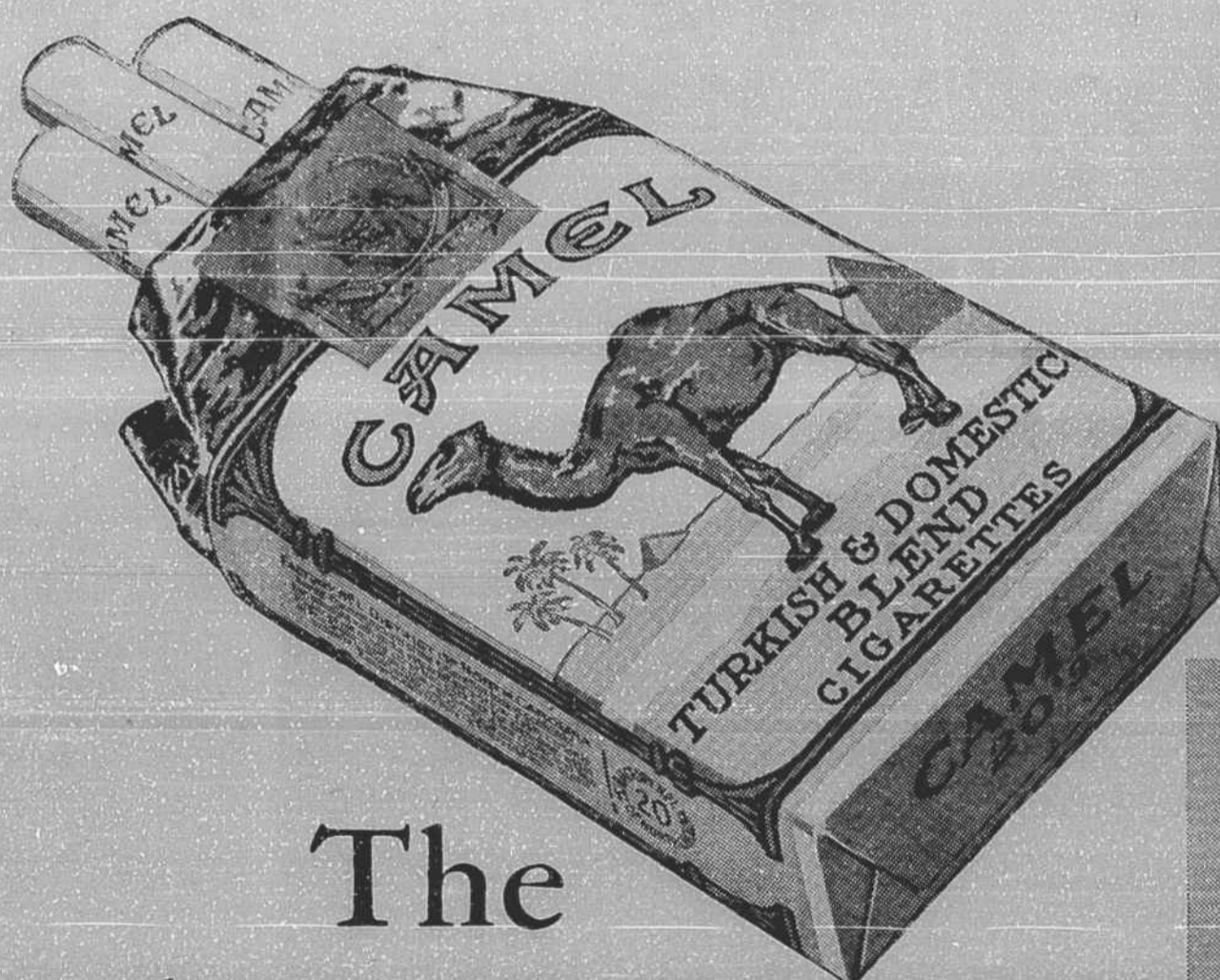
# NOW OFFERING SPECIAL PRICES ON MANY ITEMS OF HARDWARE!

Your attention is called to the following: Screen Wire (both galvanized and black). Screen Hangers, Screen Door Sets, Light Fixtures, Wiring Material, Building Materials, Woven Wire Fencing, Etc.

Our stock of Bean and Cabbage Seed is still complete. Call on us for your needs in seeds.

MASTER PLANT SETTERS AT SPECIAL PRICE OF \$4.00 EACH. (About what the jobber is now asking for them)

See the beautiful all-enameled MAJESTIC RANGE before you buy that range you will soon need.



# 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

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Welcome Gifts for the Graduate!



Congratulate the young woman graduate with a Duska toiletry ensemble. Give an attractive pen set to the young man who seeks to make his mark. Other worth while graduation gifts will be suggested by a visit to our store.

Boone Drug Co. The Rexall Store BOONE, N. C.

THE WORLD'S LARGEST CHAIN OF INDIVIDUALLY OWNED DRUG STORES

### SPECIAL NOTICES

LOST—Between Boone and one mile out on Blowing Rock Road, Douglas Battery for Chevrolet truck. Finder return to W. T. Pardue, care of Mrs. E. O. Greer, Boone, N. C. 5-15-21

CERTIFIED Sweet Potato plants, \$3 per 1,000, delivered, Nancy Hall and Japanese Reds, 35c for 100, prepaid delivery. Onion plants, 25c per 100; cabbage plants, 25c per 100; large size tomato and sweet pepper plants, 10c dozen. HUGH F. WEBB, 30 years in the business, Johnson City, Tenn. 5-15-2

\$25.00 REWARD for information and conviction of unlicensed men claiming to be Eye Specialists, who are imposing on our mountain counties. Peddling glasses is unlawful. Dr. A. W. Dula. 5-15-31

Dr. C. B. Baughman, Eye, Ear, Nose and Throat Specialist, Johnson City, Tenn., will be in the office of Dr. J. B. Hagaman in Boone, on the first Monday in each month for the practice of his profession. 10-17-11

LOST—Near Shulls Mills last week Walker dog, lemon and white, with scar on nose. Had collar with name of H. W. Miller. Finder notify H. W. Miller, Route 2, Boone, N. C. -2