

Cleveland Pros Plan Radio Talks to Build Business

IN keeping with the brisk activity in P. G. A. affairs, the Cleveland District P. G. A. is coming to bat with one of the most ambitious publicity plans any of the sections have undertaken. Cleveland is going on the air with a series of broadcasts on golf from the professional viewpoint. There will be fifteen of the broadcasts. The cost will be approximately \$400.

Those who listen in will be asked to write for advice on their games from the members of the Cleveland P. G. A., and will be sent a booklet on the value of the good pro to his members and his club, some good advice on the purchasing of golf merchandise, and some tabloid instruction material. In each broadcast the names of ten members of the association will be mentioned so all the boys who belong will share in the publicity.

There also will be some newspaper advertising done by the association. The Cleveland pros also are arranging for a series of instruction articles in local newspapers and for conducting a question and answer department on one of the local sport pages. One of the fighting-the-devil-with-fire ideas the Clevelanders intend to employ is getting together clubs that are discontinued models and advertising them at cut-prices to give the department stores competition on the same sort of merchandise the stores push to cut into the pros' business.

Broadcast Themes

The subjects of the broadcasting and the speakers are:

- What the P. G. A. Means to the Golfing Public
- .. W. H. Way, pres., Cleveland P. G. A.
- Selection of Golf Clubs.....D. S. Livie
- Use of the Various Clubs.....Joe Mitchell
- Starting Golf's Beginners Right.....
-W. H. Livie
- Stance for Different Players.....Grange Alves
- How the Capable Pro Pays the Player and Club.....Herb Graffis
- How to Grip a Golf Club.....Cap Clark

- Driving Hints for Women....Harry Reese
- The Right Way to Practice.....Lloyd Gullickson
- Value of Competent Pro Instruction..

-Prominent amateur, yet unnamed
- How to Putt.....Eddie Williams
- Approaching.....Rudy Felix
- Use of the Movies in Teaching.....

-George Sargent
- Use of Iron Clubs.....Tom Armour
- How the Pro Pick Best of Makers'

- Stocks.....By A. C. Link
- Hints to Beginners.....Mrs. Harrison

Comment on the progressive work of the Cleveland District P. G. A. in educating the golfing public so the good pros' own interests will be given merited protection is made by Elmer Wiener, golf reporter, as a sport page feature of one of the Cleveland newspapers. Wiener says:

The Cleveland Professional Golfers' Association, now entering its sixth year of existence, plans to really step out during the coming season. In keeping with the advancement in business methods achieved by the national organization with the appointment of Albert R. Gates, newly-appointed administrator, the local body last night voted to use the most modern promotional means known—the radio—and at the same time laid plans for a more intensive schedule of tournament competition. It was the second meeting of the year for the association, and it was marked by the biggest attendance in three years, according to Ralph Weidenkopf, secretary.

Within a week the professional organization will be on the air with broadcasts, it was promised by W. H. (Bertie) Way of Mayfield, president of the teaching group. The object of the radio advertising is to educate the public to the services the pro provides, in merchandise as well as in giving lessons. Many golfers, it is claimed, are not aware of the pros' vast stock of clubs and his knowledge of the type that is best suited to each person. The idea is to encourage purchases from the professionals' shop, rather than a store.

Warn Against Bootleg Pros

More important, though, is the effort of the association to strike at fellows

who might be termed, for the lack of a better word, "bootleg pros." There have been men recently who have obtained positions, and right here in the vicinity of Cleveland, too, according to President Way, though they had very little qualifications for the work. These novices, inexperienced either in clubmaking, work on the course or teaching, are actually preying on the public, though, in the veteran Bertie's own words, "Some of them hardly know which end of the club to grasp." Radio broadcasting, it is felt, will help drive the "fakers" from the field.

The tournament schedule has not been completed by the committee, consisting of Bob Shave, Eddie Williams and Bob Randall, but plans have been made for a longer list of events. Instead of the bi-monthly competitions that have been staged in past seasons tournaments will be staged at least three times a month, and new features may be arranged. The schedule of the local women's association, to be discussed at its meeting Thursday, will to some extent, govern part of the P. G. A. program, while further word is awaited from some of the out-of-town clubs.

Plan Inter-City Matches

Innovations that may be booked are an inter-city team match with Detroit pros and a district match play championship. Dan Healy of Tam O'Shanter, the home course of Tommy Armour, has suggested that local pros would be met in a home-and-home series and a series of matches may be arranged. As the present schedule stands, the season will open May 5 with a pro-amateur at Lost Nation.

Expert Suggests Popular Sandwich List

WITH the sandwich growing in popularity at golf clubs managers will be especially interested in a list of sandwiches, and their prices, given by Albert D. Cline, manager of the Mayflower Hotel Coffee Shop, Washington, D. C. The Mayflower is one of the country's foremost hotels with patronage that is representative of the high class of country club business.

In the interesting and helpful Food Profits section of *Hotel Management*, Mr. Cline furnishes the following list of sandwiches, which is attached to his establishment's regular menu.

The list, and prices:

1. Anchovy Filets, Roquefort Cheese,

Bermuda Onion, Lettuce, Tartar Sauce 50c

2. Deviled Ham and Chicken, Sliced Tomatoes and Olives (3 slices of Toast) 50c
3. Swiss Cheese, Ham, Peanut Butter, Corn Beef, Stuffed Tomato, Olives and Pickles (Assorted) 55c
4. Creamed Fresh Crab Flakes on Toast with Slice of American Cheese au Gratin and Cole Slaw . 55c
5. Chicken, Beechnut Bacon, Imported Sardine, Braised Beef and Stuffed Hearts of Celery (Assorted) 60c
6. Cottage Cheese, Currant Jelly and Pecans on Graham Bread 30c
7. Flaked Ham Sauted with finely Chopped Onion, Egg, Potatoes and Chives on Toast, Cole Slaw 45c
8. Cream Cheese and Peppers, Deviled Egg and Virginia Ham, 3 Slices of Toast 45c
9. Assortment of Minced Chicken, Tongue, Pate de Foie Gras, Shrimps and Mushrooms 50c
10. Sea Food Assortment: Lobster Salad, Tuna Fish and Cucumber Relish, Salmon and Chopped Onion, Anchovy and Egg 60c
11. Minced Corn Beef with Pickled Beets and Deviled Egg 30c
12. Chicken Salad with Pineapple, Pimento Cheese with Sweet Gherkins 45c
13. Assortment of Shredded Tongue, Cucumber Relish, Deviled Chicken, Figs and Cream of Cheese 50c
14. Delicatessen Assortment: Milan Salami, Pate de Foie Gras, Portuguese Boneless Sardines, Anchovy and Tomato. 50c
15. Broiled Virginia Ham with Grilled Tomatoes, Sliced Breast of Chicken with Olives (3 Slices of Toast) .. 60c

Managers Propose Standard Restaurant Cost Form

EFFORTS of the Club Managers' association to arrive at a standardization of club accounting has resulted in the preparation of the accompanying tentative form. Frank L. Wheatland of the Colony club