

Newspaper Neglect of Golf News Contrasts With Golf Ads

THE ATTITUDE of some newspaper sports editors toward golf is one of life's little mysteries that may be due for a bit of study by newspaper publishers these days. Newspaper advertising total is showing a 20 per cent loss the first four months of the year while golf advertising is one of the few sections that shows a gain.

One of the exhibits pointing to the wisdom of a modernization of sports section line-up of news is the accompanying cut showing golf news and golf supply advertising in a Friday morning issue of a fairly representative mid-western newspaper. In the territory covered by this newspaper are at least 125,000 men and women golfers but the paper's golf news gets only an inch or so more than the piece devoted to the death of a couple of third rate alleged race horses. Now gaze at the bulky advertising directed at the golfers.

Somebody's Wrong!

Who is wrong, the sports department or the advertisers? Plainly the comparison shows that some one is guilty of bum guessing. As the advertisers have spent a lot of money to be taught, we are inclined to believe that they are right and the sport department is still thinking along the lines that prevailed when the fight promoters, the baseball magnates, the race track owners, and other commercial sport interests had those juicy funds for "promotion," although these parties at no time have been prominent as spenders for legitimate advertising.

In the case of the newspaper whose golf news and advertising line-up is shown here there can be no suspicion that samples from "the ice-man's fund" passed out to the writers influenced the allotment of news. This paper was one of the pioneers in ruling that none of its men were to accept expenses or "gifts" for covering sports events. It pays its men well and insists on journalistic chastity. The policy is not only proper but healthier for its reporters, as was boldly demonstrated about a year ago.

In some of the communities professional golf events have had a tough job getting newspaper publicity because of the lack of a "promotion" fund. Chamber of Commerce officials who have sponsored golf events to quicken business and attract travel and interest have found it hard to get sport department co-operation. They also have been unable to get a rational and outspoken answer to any query concerning the why and wherefore of allotting big space to clown fight cards promoted by minor public enemies and awarding skimpy attention, if not complete neglect, as the lot of the golf tournies. In view of the agitation against the costly evil of press-agentry, the comparison of news space allotments on the sport pages becomes especially important. *Editor and Publisher*, leading business paper in the newspaper field, started this attack against the space grafters and aroused the publishers to the point where they are beginning to appraise what goes into the paper under the guise of news.

Golf Is Sport Page Orphan.

The players, the pros and the manufacturers never have questioned any allotment of newspaper space that is not commensurate with public interest but they are beginning to wonder why some of the papers seems to be so blind to golf news. It is hard to get away from the simple figures on attendance and play at sporting events as a fair indication of news interest although the radio reports undoubtedly are cutting into attendance at baseball, and football games and fights. But taking just the bare figures as guides, what sport can match golf's record of an annual and active "gate" of more than 40,000,000 rounds played. This is figured on a rather conservative basis of 2,000,000 players averaging 20 rounds a year. The actual total rounds of golf played each year is probably near the 60,000,000 mark.

One of the metropolitan district newspapers is running a daily-fee golf course tournament as a tie-up with the Jones movies. More than 2,000 players are competing, and the event has not been given

The collage contains the following advertisements:

- Spalding Golf Stockings**: make a dollar do bigger and better things.
- Suede Jackets**: \$10.25
- Wilson Golf Balls**: \$1.00
- Golf Sets**: \$1.95
- Golf Town Shirts**: \$1.95
- Tylex Oiled**: The Last Word When Shoes Go in for Sports
- 4-Piece GOLF SUITS**: \$37
- Save 1/2 on GOLF CLUBS**: \$2.95
- Leather Bound GOLF BAG**: \$3.95
- Save 1/2 on the ALL-Wool KIMCORS**: \$4.95
- AB-W and Golf Mitts**: \$1.95
- Men's Golf Shoes**: \$6.95

That tiny little island to the left is the golf news, a minute fraction of one newspaper's sport section. Note the amount of golf advertising in the same issue.

any especially bold treatment on the sport pages. Some of the sport editors still howl about fee course news in the same loud and aggrieved tone of the famous hound that sat down uncomfortably but was too lazy to get up and change position. These boys maintain that fee course news is publicity for the courses and should appear in the advertising columns, yet they devote space to printing the dope on dog races.

Co-operation Brings Ads.

Where the newspapers work with fee courses, the papers build up a welcome volume of advertising. Note the advertisements of 21 Detroit district fee courses shown in the accompanying cut of two facing pages from a recent Sunday issue of the Detroit *Free Press*. Newspaper publishers have been witnessing a serious reduction of Sunday space. When conditions are analysed they see that many of the men who used to lie around the house and read the voluminous Sabbath editions now are getting up early and hiking to the first tee.

With women coming into golf in such numbers there is an increase of the circulation and advertising values of the game to every newspaper. It is only a question

of time—probably this season—when the newspapers will play up the scores of women's days at golf clubs with the same thoroughness as they do the Saturday scores of men in the Sunday papers. The paper that leads its competitors in this respect will take on a feature that is certain to attract the most actively spending women in every community.

Previous reference has been made to the volume of golf play as compared with baseball, football, races and fights. All that need be said about the quality and spending activity of the golfers in comparison with all of those sports except football is to look over the average crowds at events in these other fields and then consider the average of private, daily-fee and park course players. The conclusion is that golf circulation of a newspaper must mean something to the advertisers.

Golf News Must Be Dug Up.

The error in playing down golf news is not that of the golf writers on the papers. They have much tougher jobs than the "experts" covering the other sports. The golf writers have a lot of territory to cover in person and by phone. They can't sit down comfortably and have the game go

<p>National Amateur Golf Tryouts Set For July 28 at Country Club</p> <p>Honor Roll of Detroit District Golf Association</p> <p>CRAWLEY WINS ENGLISH TITLE</p>	<p>GOLF</p> <p>COLONY GOLF CLUB</p> <p>Wash Days 1931</p> <p>Men's and Women's Golf and Country Club</p> <p>Four Lakes Golf Club</p> <p>Men's and Women's Golf and Country Club</p>	<p>HILKREST GOLF CLUB</p> <p>18-hole Golf Course</p> <p>ROSELAND GOLF & COUNTRY CLUB</p> <p>18-hole Golf Course</p> <p>Country Club</p>	<p>Courses Favored by Detroit Golfers</p> 	<p>Sylvan Glen Golf Club</p> <p>18-hole Golf Course</p> <p>Island House Public Golf Course</p> <p>18-hole Golf Course</p>
<p>Handicap Ratings of Other Detroit District Golfers</p> <p>PRO GOLFER'S OPEN MAT 4</p> <p>Matched Irons \$12.95</p> <p>WESBURN GOLF COURSE</p> <p>South Rockwood</p> <p>CROWLEY MILNERS</p>	<p>GOLFERS</p> <p>Men's and Women's Golf and Country Club</p> <p>Madison Golf Club</p> <p>18-hole Golf Course</p> <p>Golf At Your Own Club</p> <p>PLAY GOLF</p> <p>Dark Lake Golf and Country Club</p> <p>PLAY ALL DAY</p>	<p>SHORELINE GOLF CLUB</p> <p>18-hole Golf Course</p> <p>Mahawk Golf Halls</p> <p>Men's and Women's Golf and Country Club</p> <p>MADE HADDER</p> <p>5-Piece OUTFIT</p> <p>ATLAS-SERLIN</p>	<p>GOLFING SUPPLIES</p> <p>IT CLUB BIRD COUNTRY CLUB</p> <p>Phon Brook Golf Club</p> <p>RUBY-THOMPSON GOLF GOLFERS FOR MEN</p> <p>Wine's Public Golf Course</p> <p>Avondale Golf Club</p>	<p>ELIZABETH LAKE GOLF CLUB</p> <p>18-hole Golf Course</p> <p>PHON BROOK GOLF CLUB</p> <p>18-hole Golf Course</p> <p>WINE'S PUBLIC GOLF COURSE</p> <p>18-hole Golf Course</p> <p>AVONDALE GOLF CLUB</p> <p>18-hole Golf Course</p>

Daily fee course advertising is producing more newspaper advertising revenue and more habitual reader interest than any other sport ever contributed to the advertising pages.

on in front of them or be liberally supplied with press releases. They have to "go out and get it" with no particular help other than that supplied by the occasional releases of the golf associations, a fair amount of help from the pros (despite its cold turndown in many instances) and intermittent tips from club managers or other officials. The mistake in judgment, where it is committed, is either the publisher's or the sports editor's. Golf copy is cut to the bone on many papers by orders of sports editors who made their commercial debut as copy-boys and escaped the now national kid training of caddying.

Consider what the newspaper golf writer frequently is up against and it is amazing that the newspapers have developed as many star special writers on golf as can be named casually. But the really impressive feature of this matter of golf as a sport section hot spot comes when the *Editor and Publisher* statement of newspaper advertising for the first quarter of 1931 is studied. With very few exceptions the newspapers that give golf news a good play are those with the best advertising lineage records for the period. It may be just a coincidence, or it may be.....

Your PRESIDENT
GREEN-CHAIRMAN
MANAGER
PROFESSIONAL
GREENKEEPER
are entitled to a copy of
GOLFDOM
free each month. Are all five on our
mailing list?

Neighbors Have Guest Days

HERE is a stunt to boost the club's 1931 income. Several clubs in adjacent Iowa towns are instituting "Guest Days" this season, the idea being to throw open, in turn, the facilities of each course and clubhouse to members of all the other clubs on a scheduled day without green-fees. These members have the privilege of signing charge tickets for meals and other purchases, adjustment being made later between the clubs. Golfers who visit the various clubs can bring along their own home club foursome.