

about the boys and just when this civil warfare looks like it's cancelled, the hold-outs on both sides are liable to say; "Aw to hell with this rag-chewing. Certainly I'll play and give those fellows a sweet and masterly beating free and for nothing just to put an end to the chatter."

Horton Smith has the job of getting the home guard lined up for the affair.

In the meanwhile Papa Gates snags for the talent a \$2,500 Open which will be played at Meadow Brook C. C., St. Louis, Mo., September 24 and 25. On Saturday the boys will play 18 holes and on Sunday 36, according to present plans. One interesting detail of the event is a \$1.50 per day rate at one of St. Louis' best hotels for the tournament entrants. St. Louis people hope to usher a bigger money tournament back into the calendar with this \$2,500 Meadow Brook affair. If it goes over St. Louis will sweeten the purse for 1933. The last open tournament at St. Louis, in which local pros took an active promoting and financing part, was an artistic success. The only reason it didn't run into black figures was an excess of costly hospitality. Only a couple of the habitual and pitiful weak-wits among the performers did their customary conspicuous jobs of drinking up the hospitality and making nuisances of themselves. The pros who really put on the show were content to pass up the beverage in hope of scoring well enough to collect in cash. Which is invariably the case. If a good substantial business man gets in a locker-room during a tournament and acquires one of those loud and frolicsome moods like good substantial business men get ordinarily at their trade conventions, folks are bound to blame the pros unjustly for the offense, if they don't know the offender.

The pros, whose tournament income depends on being temperate, accept this situation philosophically. They were cheered recently by the complimentary words of John Foley, president of the Ottawa Hunt and Golf club, at the Canadian Open. The veteran Canadian paid high tribute to the conduct and consideration of the representative pros. Having due regard for what the public desires of them and to what the public is entitled as the factor making championships commercial enterprises, is a heavy responsibility of all the tournament players. Sometimes, of course, this regard of the public calls for personal sacrifices on the part of the pro stars, but it's a penalty of fame and fortune that every public figure has to pay.

An attitude of all the pros that encourages attendance at the tournaments and exhibitions and leaves the sponsoring club officials feeling kindly toward the pros will weigh heavily in determining the success or failure of next winter's playing schedule.

KIDS IN TOURNEY

Fogertey, Osage Pro, Has Proteges in Championship Event

JIMMY FOGERTEY, pro at Osage C. C. (St. Louis distr.), spends a lot of time developing the games of members' children and although Jim gets no direct return for this time he figures that the indirect return represented in steady business from the children's parents and increased club interest, makes the stunt a profitable one for him and his employers.

This year Jim started his second annual children's tournament on July 19. Youngsters under 16 whose parents belong to the club were eligible. Local newspapers gave the tournament good picture and news coverage.

Kids are members of the class Fogertey teaches free each Saturday morning. Several of the youngsters Jim is tagging for bright spots as amateur performers. He had 19 entrants varying in age from 7 to 15 years old. Classes were divided according to age. The first class, 8-10 years had six entrants playing a 9-hole event at match play. The second class, 11-13 years inclusive also had 6 players in match play for 9 holes. The third class, 14-15 year old youngsters played 54 holes at medal play. The 7 competitors played 18 holes each on 3 consecutive days. There were 3 girls among the 19 entrants—one in each class. Not having enough to make up a separate event, Jimmy had the young ladies play right along with the boys. The little girls were outclassed but stuck right to it bravely. Now Jim has 12 maidens who want to have him run a tournament all of their own.

In addition to the newspaper publicity the tournament brought the Osage club, Jim benefited from strong plugs by two of the St. Louis broadcasting stations.

Fogertey says that any of the fellows who are not giving a lot of attention to this kid play are overlooking the best bet on the pro horizon right now. Some of the kids probably would wear out the patience

of saints but that's part of being a kid, Jim points out. And there are plenty of compensations. Fogertey mentions coming out to the club at 5:45 one morning to get some work done before start of the day's instruction and play. He found Charles (age 10) and Jimmy (age 8) practicing shots to the 10th green. On the 18th green Paul (age 10) was practicing putting. Kids are careful of the course, Fogertey observes. An eight year old boy under the heat of competition which is plenty fierce among these boys, played his 9-hole rounds in 47-51-54; par for Osage is 71.

Pro Ad Erases Cut-Price Store Competition

AT AN advertising cost of \$16 apiece, Elmer Biggs, Lou Miller, Kenneth McCracken and Bob Ridley, pros in Peoria, Ill., brought golf ball business back into the fold sufficiently to end their worries about cut-price ball competition from downtown stores.

With the balls as leaders, the boys found they had plenty of opportunity to sell other merchandise to the people attracted back to their shops. The advertising moved considerable shop stock in addition to a record volume of balls, which hit a high of 125 dozen at one shop. Players buying in dozen lots used more balls than when they bought in singles or threes, according to the observation of the Peoria boys.

The advertisement ran three columns wide and 7 inches deep on the sporting pages of two evening and one morning newspaper in Peoria. To hear the pleased Peoria pros comment on the result of their advertising enterprise, it is obvious that when pros investigate advertising costs and use some group advertising on leaders they can knock down the ears of the stores that have been taking pro business away on price.

The New England pros also put on group advertising sales that stirred up a lot of business. Willie Ogg, one of the lasting sparkplugs of the New England lads, pointed out that the same merchandise the pros had available was also on sale at stores, but the pro advertising helped the boys to sell circles around their downtown competitors.

Willie says a whole chapter when he mentions that such stunts as this advertising and the other angles the pros can work effectively now call for the fellows

Golf Ball Sale!

Golf professionals, too, can have sales! By grouping our buying orders, thereby gaining the lowest possible price, we have made a generous saving in the cost to us on the genuine U. S. Royal and U. S. Fairway Golf Balls, made by the United States Rubber Co.

These savings we are passing on to you, right in the height of the playing season, in the biggest golf ball sale ever held in Peoria. Buy NOW at record low prices.

75c U. S. Royals

41 $\frac{2}{3}$ cents each

(In Lots of One Dozen)

For players who now, or want to, shoot in the 80's. The most famous of all balls for long distance and durability. Its true center means accuracy of flight and far fewer putts. **\$5.00 PER DOZ.**

50c U.S. Fairways

29 $\frac{1}{6}$ cents each

(In Lots of One Dozen)

The best and largest selling 50c ball in the world. Gives golfing pleasure with true economy. Results in distance and putting accuracy equal to many balls selling at far higher prices. **\$3.50 PER DOZ.**

Three balls will go fast at these low prices. Only 428 down on hand at our four shops. These are NOT seconds. Every ball guaranteed perfect. 1322 stock, new size and new weight. The same quality you paid 75c and 51c for last year, now at 75-1-5c and 41-2-3c each, in dozen lots only. No tax to pay.

You can't play a low golf course with a low grade ball. Stock up now for all Summers. Each a golf ball opportunity will never again present itself.

ELMER F. BIGGS, Pro.—Country Club of Peoria
LOU MILLER, Pro.—Mt. Hawley Country Club
KENNETH MCCRACKEN, Pro.—Madison Park
BOB RIDLEY, Pro.—North Moor

Ad Peoria pros used to win ball business

doing some smart new thinking. Quoting Ogg: "We in New England are to run our business as the occasion dictates. If we find that some musty tradition stands in the way, then tradition must go the way of all flesh. It is hardly to be expected that we pros will be governed by the same set of business rules or conditions as obtained before the depression hit, so it is logical for us to get ready for the time when business revives.

BETWEEN watering greens in the evening and in the early morning, there is no observable difference in the quality of the turf. However, there is less evaporation at night, which means less water needed to accomplish the same good.

HANDISEAT, LOW PRICED SPORT SEAT, PRO SHOP FEATURE

Akron, O.—Handiseat, P. O. Box 387, is a new all steel baked-finish sport seat retailing at pro shops for \$1.50 with a good profit margin for the pro. The seat weighs only 27 oz. but is said to support heavy people safely. It is rubber-tipped for use on hard ground or pavement and has a ground plate preventing sinking of seat into the ground.