

other business interests for some time and managed several Ryder Cup teams on profitable tours. During the 1931-32 winter season he was manager of the PGA tournament bureau.

The PGA looks on the new organization as one composed of PGA members of unquestioned loyalty. Harlow, speaking for the Tournament players, denies conflict with the PGA. The PGA attitude is that the tournament pros interests are being capably handled on an adequate part-time basis by Francis Powers, syndicate sports writer, who undertook the management of the PGA tournament bureau in August. Powers has announced a winter schedule involving approximately \$50,000 in prize money, which the PGA points out is no small dough in breadline times. The Ryder Cup expenses for 1933 will account for between \$10,000 and \$12,000, which is approximately a quarter of the PGA total budget.

The soft spot in the PGA winter tournament schedule is February and March, so the boys at Miami decided the way to get some money was to invest in direct solicitation along the Gulf coast and in Florida. Hence the hiring of Harlow, who will go ahead of the show, pitch the tents and beat the big drum; jobs which can't come in the mail-order category.

There seems to be no kick about what the PGA has done with the portion of the budget allotted to tournament golf promotion; the Miami group merely having decided that more selling heat would bring in more tournaments. Since they were willing to back their judgment with some of their own money, the situation analyzes down to a simple business proposition instead of a *causis belli*, or *causis belly-ache*, to blend our profuse and profound use of the classical languages with the patois of the locker-rooms on the tournament circuit.

Kirkwood to Circle Globe as Tourists' Pro

JOE KIRKWOOD, trick shot maestro, will sail from New York early in January on the *Augustus* of the Italian line for a world cruise of instruction and exhibitions.

Joe will do his stuff in exhibitions at the ports of call and will devote himself daily to the instruction of the cruising duffers. The cruise hits the Mediterranean, Africa, India, Ceylon, China, Japan, Hawaii, California and way stations.

Here's How to Install Cheap Archery Golf Course

ONE OF THE happy features of archery-golf is that full facilities for playing the game can be installed on any golf course for an extremely nominal investment. In simplest form, all that is needed is a makeshift target near each green of the links and a supply of bows and arrows available for rental to the members. From this elementary form the equipment can be elaborated to the point where an investment of a thousand or two dollars has been made, but this refinement adds little to the game and common sense will generally hold the club's investment below 3 or 4 hundred dollars.

Let us consider the cheapest practical installation. Purchase one standard bale of straw for each hole at which you plan to erect a target. These bales should not cost over 50c each in a bull market. Select a location near but not on each green and place the bale of straw on end, fastening it in place by driving a stake through it from the top into the ground.

Next, purchase for each bale a 24-inch square of oilcloth or sign-painters' cloth, and paint 20¼-inch targets on these squares, the bullseyes 4¼ inches across, surrounded by two 4-inch circles, the inner one red, the outer one black. These targets correspond to the cup on a golf green and are tied or otherwise fastened to the front face of the straw bales.

The object of the game is to score with an arrow in each of the targets of the round in the least number of shots, but since the rules of archery-golf prohibit shots at the targets from a distance less than five yards in some cases and ten in others (no matter how near the target the archer has laid an approach arrow) it is a good idea to procure a number of stakes about 18 inches long and drive four of them into the ground around each target to indicate the 5-yard zone and four others to indicate the 10-yard zone. These stakes are not essential, but they are a great convenience to the players and save many arguments over how far an arrow lies from a target.

Clubs Can Limit Costs

The actual cash investment in the above is less than \$20.00, not counting labor of painting target faces and the cost of installation. Some clubs spend a little more money and have oil-cloth covers made that slip snugly over the straw bales. This



RONEY PLAZA hotel

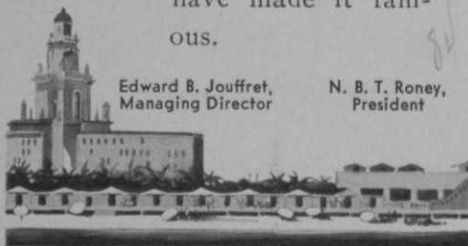
and CABAÑA SUN CLUB

MIAMI BEACH, FLORIDA

In these capricious times, there are still those who cherish their sense of values . . . who establish limits beyond which they refuse to sacrifice their standards of personal living. Of such is the Roney Plaza clientele. Experienced in the good things of life, they prefer America's finest ocean-front hotel, because, while it has adjusted its rates commensurately with present overhead costs, it has not lowered those high standards of guest comfort, extraordinary service and interesting social life that have made it famous.

Edward B. Jouffret,
Managing Director

N. B. T. Roney,
President



not only gives a better appearance to the targets, but also prevents their becoming water-logged and later frozen into cakes of ice by a sudden cold spell. Another advantage to the cover is that a target face can be painted on each of the four sides of the bale, thus making it possible for an archer who has over-shot the target to shoot back at it and not be forced to take "rounds." Any local upholsterer will make these covers for a dollar or so each.

Advancing up the price scale, the club if it desires may purchase regulation archery-golf targets of wrapped straw and mount them on 2by4's of soft wood, or the club may buy the official targets as standardized by the Cleveland District Golf assn., which are 48 inches in diameter and have the 20¼-inch target painted on two faces. These targets are steel banded and are constructed to swivel in a pipe sunk in the ground, so the target can be turned in any direction.

Most clubs feel that traffic over their tees during the winter is harmful to the grass and accordingly erect a post nearby to indicate the starting point for each hole. These starting posts may be installed if thought advisable.

Rentals Repay Investment

So much for the course equipment needed for archery golf. A few words on the playing tackle are advisable.

One of the reasons archery-golf is highly recommended to clubs is that renting equipment to members brings in a very comfortable income to repay the original investment. At Olympia Fields (Chicago district) a bow, six arrows and a quiver can be rented by members for 75c per day, \$1.00 for guests. Since these archery sets cost the club less than \$10.00 each, it is easy to see that the original investment will be returned in a short time. Moreover, a player is responsible and must reimburse the club for any loss or breakage while the tackle is in his possession.

A supply of bows and arrows for rental is almost essential for introducing the game at a club, since it is unreasonable to expect the members to buy their own equipment until they have tried the game and found out for themselves that they enjoy it. As soon as this occurs, however, the archers develop a desire to own their equipment and a stock of tackle in the pro-shop can result in a nice volume of business over the winter season. Margin of profit on archery tackle is about the same as the margin on golf goods.