

P. G. A. Tourney Bureau Praised by Show Authorities

IN THE Jan. 12 issue of *Variety*, trade paper of the show business, some wild but complimentary observations are made on the way in which the P. G. A. tournament bureau is run. Under a big head "Golf's Biggest Ballyhoo. Show Biz Ideas PGA's Saviour," *Variety* worked out a good yarn with only one major error. Apparently the writer thought the PGA had been cut in on the USGA gates as he refers to Jones:

"The PGA started to awaken to the show aspect of golf last winter, and particularly the summer, which without Bobby Jones got \$32,000 less than the previous year. ***

"Faced with the loss of the Jones name value, the PGA was confronted with a further dampener for its arranged winter barnstorming tour when allied promoters in some of the spots (mostly chambers of commerce) backed down, saying they wouldn't dare use cash for prizes for these civic tourneys while the towns were experiencing difficulty in raising funds for the unemployed.

"But the tour as arranged is nevertheless going through on schedule, with the PGA doing the promoting under cover and putting up the cash prizes from funds donated by the equipment manufacturers who in reality are the real profitters from the exploited trip. In the spots the association is in on the gate. Golf as a show, however, is the single entertainment before audiences in which the players are paid only when they deliver."

Shows Smart Promotion

The boys can thank the PGA for getting a good part of this winter's tournament money put up. Bureau Manager Harlow's foresight and hard work for the tournament bureau during last summer assured a schedule that otherwise probably would have been a sorry flop from artistic and monetary viewpoints.

It is the tournament bureau's idea that golf makes profitable entertainment for any community when properly managed and promoted. That was proved at the PGA championship and at Pasadena.

Los Angeles eased into the red this year

and observers not connected with the local Chamber of Commerce or PGA attribute the slump to a let-down in the usually vigorous advance selling efforts of the impresarios in the sunkist capital. Agua Caliente put its tourney on a floor-show basis by distributing 3,500 tickets gratis with invitation letters. The establishment's income from any visitors attracted by golf made this use of golf's drawing power a smart bet.

Phoenix was added to the schedule for \$2,500 and San Antonio kept in by use of the reserve fund contributed by the manufacturers. Harlow plans to keep this fund near its original figure by arrangements that call for the first part of the gate going to the PGA to the extent of the money advanced from the tournament coffers. These two spots and the True Temper Open at New Orleans have kept a full schedule of week ends during a period that otherwise would have called for the boys loafing and living on what they had tucked away for the days of famine. The long jump from Baja California to Florida would have been brutal for the laddies had it not been for the heavy work in tournament arrangement done by the association's bureau in advance.

Addition of the three Japanese pros and Aubrey Boomer to the roster of the performers has helped to pep up the gate. This winter's trouping already has given some of the youngsters a good chance to register and it is highly probable that before the winter season curtain rings down at Pinehurst some of the comparative newcomers will be established as gallery magnets.

It is said that a prominent newspaper publisher will be the angel for a big new feature of the west coast schedule next winter. This publisher's newspapers have sponsored a number of highly successful golf events. The newspapers this winter have been giving the pro circuit more publicity than ever before. *Variety* comments on this by saying: "Where golf as a show has a few notches on theatre business is in the newspaper offices. Where a theatre can get one line of free copy a golf tourney can obtain a column."