

## Traylor for Pres. Dept.

**T**HE NEARER it gets to the home stretch the more the forthcoming Democratic convention looks like a dark horse race.

Professional politicians have run their races and, jockeyed by selfish, limited interests, have pawed up a lot of dust as their sole contribution to the national need.

What is required to put the country back on a substantial basis is better business, and who ought to promote that any more certainly than a first class business man president of broad and successful experience? Melvin Traylor, former president of the USGA, alone among the available candidates qualifies.

Traylor has the record of seeing the threatening storm back in 1928 when public warnings of his were pronounced baloney by austere and then important gentlemen who since have had batted into them a profound respect for Traylor judgment.

But demonstrated foresight is by no means the most important of his qualifications as the Democratic presidential nominee. He has come forth with constructive ideas that are somewhat alleviating the present business miseries. He takes the cards as they are dealt him and makes the best of them. Brains, courage, independence and vigor in the Traylor make-up show him to be the man to organize and push the national recovery.

If one is disposed to give an edge over Traylor as a presidential nominee to any professional politician, a few minutes' consideration of the ruinous antics of the professional clowns now serving in Washington should suffice for conversion.

## Sweepstake Premium Brings Big Ball Sales

**A** PRO AT an average sized club in the New York district is moving a gross of balls each Sunday by an adaptation of the time-honored ball sweepstake stunt.

Every entrant—man and woman—in the ball sweepstakes pays one dollar. For this he gets a ball and a package of tees. Profit on the balls and the 25c margin allows for prizes of shop merchandise. The usual third prize is a practice ball bag. Many of the entrants instead of buy-

ing one ball get 3 for \$2. Others have taken up the idea and are boosting ball sales by charging only 75c entry fee; the 3 for \$2 moving so much larger volume of balls they figure they can afford modest prizes and still be ahead.

## USGA Compiles Public Course Statistical Data

**P**UBLIC Links section of the United States Golf Assn., 110 E. 42nd st., New York City has compiled statistical information on municipal golf courses in the U. S. Data is given on age of course, operating policy, number of holes, length, par, kind of greens, fee charges, rounds played in 1931, locker rental and name of professional. Operating cost, and whether course is self-maintaining or maintained by city funds also is given.

## Cut Price Boosts Attendance

**H**ERE'S a management tip: Olympia Fields C. C. (Chicago distr.) last year charged \$2.50 per plate for its opening dinner-dance and 539 members and guests attended; this season the price was reduced to \$1.50 and, with no more promotion than in other years, reservations for 856 dinners were received. At \$2.50 the club lost money; at \$1.50 it made a profit especially since all departments of the club did more business than in the year previous.

## Gilbert Heads Mid-West PGA

**A**T THE recent Mid-West PGA election, Wilbur Gilbert was elected president, Walter Madden, 1st v.-p., and Harry Robb, 2nd v.-p. William Leonard was reelected for a second term as treas., and W. C. Rimann was returned for the fifth year to the post of secy.

**I**NSTEAD OF assessing members, the Columbian C. C. (Chicago distr.) is handling its financial problem by having each member buy a book of 50 tickets, each good for one round of play. The price on the tickets is uniform, \$1.50, for any day.

**C**ONSTRUCTION of an airdrome in neighborhood of Princes course, over which 1932 British Open will be played, is being rushed to increase transport services to the event.