

## Roving Pro Is Fee Course Player Service Idea

**B**OB GRAY, for 2 years pro at Colony club, has been engaged as pro for the Hawthorne Valley G. C. (Detroit district) under an arrangement that will be closely watched by many pay-play course owners.

R. H. Montgomery, head of the Hawthorne courses, hired Gray to test out a theory that if the fee course player doesn't come to the lessons the lessons might be taken to the player as a constructive detail of the course's operation. Although Gray will give private lessons to those wanting them, much of his time will be spent roaming around Hawthorne's 2 courses available for tactful help to those who encounter tough shots or who feel the need of some instruction during the round.

As many of the district's younger golfers play over the Hawthorne courses, Montgomery and Gray believe this instruction experiment may help to develop some star performers. There is a large volume of women's play on the course and Gray plans to pay especial attention to developing the women's games so they will become steadier customers for the plant.

The innovation is expected to be a business builder for Hawthorne and for private instruction as well. It means all of Gray's time will be spent in making some money for the course and for himself.

**G**OLF PROS of the Toledo district look forward to a good year. Recognizing the necessity of having a business-like organization, the Toledo district pros met recently and laid plans to keep them busy during the 1932 season. Marty Cromb, Toledo C. C., was elected pres. and Harry Moffitt, Ottawa Park, was named secy-treas.

A new office in the association was created, Plummer Whipple, a golf writer on a Toledo newspaper, being elected recording secretary. He will take care of the correspondence, promote district tournaments and furnish publicity about the Toledo pros.

The pros drew up a schedule of 9 pro-amateur tournaments and awarded the Toledo District Open, a 54-hole medal play event, to the Catawba Cliffs G. C., Port Clinton, O., July 10-11.

A constitution and by-laws, written by the officers and patterned after the National P. G. A., was adopted.

## Alex Morrison Gives Pro Lessons Boost in Book

*A New Way to Better Golf*, Alex Morrison's golf instruction book, published by Simon and Schuster, is a well handled presentation of the methods Alex has employed in teaching. In the introductory chapters Alex claims to have given as many lessons as any pro alive and he tells what the pro is up against in trying to correct the mistakes of fellows who have acquired stubborn faults prior to being subjected to pro instruction.

Whoever gave Alex a hand on putting the book in "literary" shape has discharged his duty nobly as the book is as readable golf instruction book as ever held the interest of the hopeful duffer or the keenly ambitious low handicap man.

Pro comment on the principles of Morrison's instruction is very favorable and those professionals and amateurs who have read his new book conceded Alex the knack of putting across his ideas in words that convey some simple, definite meaning to the reader.

The book is being extensively advertised in general magazines. It sells for \$2. Because of the encouragement of pro instruction the book sets forth as well as for soundness of the material, pros are giving "*A New Way to Better Golf*" lively endorsement.

## Another Good Scotch Name in the Pirie Family

Lake Forest, Ill.—Alex Pirie, honorary president of the P. G. A., and Mrs. Pirie announce the marriage of their daughter, Grant Hamilton, to Theodore Fraser Watt, on May 7.

## PRO CLINIC SUCCESS Kansas City Pros Draw Gallery of Two Hundred

By W. J. ROSENTERER

**A**GOLFING movement planned to create interest in the game and to combat the effect financial conditions are having on the ancient and honorable Scotch sport was instituted in Kansas City, Mo., recently. Its preliminary success has been such that inquiries from several leading

centers of the U. S. have been received concerning the details of the unique plan.

The movement, which sprang brand new, a flash of inspiration, has gradually developed from a mere exhibition, featuring four professionals, into a clinic, in which all Greater Kansas City professionals take part. The essence of the clinic, which is copied in style from medical clinics, is: All shots and golf topics are explained and executed free of charge for those who wish to attend. The experts answer any questions that arise, taking time to demonstrate how their ideas prove advantageous.

The plan originated with an 18-hole match in mid-April over the Hillcrest C. C. course. Four pros arranged the usual Monday match, and, through a news item in the Kansas City *Star*, 75 patrons of the links turned out to watch the experts perform. After that match, the pros enthusiastically spoke of their gallery.

"We should have a match like this every Monday and have much larger galleries," one commented.

And so they did. The following Monday 200 persons attended their match, many questioning the pros on certain strokes and certain clubs used for different shots. The next Monday, a free instruction class was held preceding the match. Those in the gallery were privileged to request any explanation or demonstration.

### Free Lesson Days

Mondays, thereafter, were dedicated as "Free Lesson Days" and the gallery steadily grew. Now from 10 to 15 Greater Kansas City professionals gather each Monday and for an hour illustrate golf topics, such as the positions of the arms, wrists, clubhead, weight, etc. Following the clinics, the pros compete in their weekly sweepstakes and the spectators follow their favorite stars.

Bill Creavy, unattached, brother of Tom Creavy, the National PGA champion; George Clark, youthful Hillcrest C. C. pro; Joe Mathews, Mission Hills pro, and Harold (Jug) McSpaden, of Victory Hills in Kansas City, Kansas, are the exhibitionists who figured in the plan's origination.

Chicago is planning to arrange such a clinic, it is understood, and far western and southern cities have queried the details of such programs. It is believed the idea will spread over the entire country since it is attracting nationwide interest.

## TUFHORSE

### An old wolf in sheep's clothing . . . .

Golf professionals are getting some new-found "friends".

It appears that some of the very manufacturers who started and backed up the cut-rate stores in cutting into the Pro's legitimate trade are now trying to "change their spots" and get into the other camp. Why? The answer is that Professionals, working with Legitimate Manufacturers, have these "bootlegging" houses on the run.

## TUFHORSE Protects the Pro

Tufhorse has always felt that it was right in selling to the Pro EXCLUSIVELY. We believe that quality goods, fairly priced, and sold only through the Pro, constitute the soundest policy. And we expect to continue this policy.

We feel that now is the time for the Professional to push his advantage to the utmost. To help him meet the PRICE appeal, we are giving the Professional this year an exceptional Tufhorse Line which gives the double advantage of PRICE plus QUALITY.

The surest way to insure profits this spring is to feature Fair Prices, products of Proven Quality, from manufacturers definitely committed to the Pro's interests. Write for special descriptive folder and price list.

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