

Pro "Future Greats" Trained by Winter Tour; Gain Fame

By BILL EARL

"GO WEST, young man!" It's Horace Greeley's old line that Bob Harlow, manager of the PGA tournament bureau used successfully in putting over an unexpectedly good tournament season this winter and in launching at least eight young candidates into the big time.

Uncertainties of the star system in the winter circuit apparently have made it necessary for the resourceful Harlow to boom the child wonders, with such satisfying results that he believes in all his experience he's never seen a crop of future greats equal to this winter's spring to the surface.

You can take it from the astute Harlow that eight boys, at least, of this tender new crop are going to register as leading lights of the game in a few years to come. He picks, as especially promising, Ralph Guldahl, Tony Butler, Dick Metz, Ben Hogan, Archie Hambrick, Ky Laffoon, John Perelli and Al Zimmerman. The Guldahl kid has gone through his second winter as a trouper. He found that his first season rewarded his efforts as he picked off one of the prize jobs of the 1932 crop by having the St. Louis C. C. contract.

Harlow is no kindergarten student in this business of recognizing golf talent. When he was a New York sports writer back in the days when Walter Hagen was not far advanced with the lengthiest record of conquest in pro golf, Harlow was asked to handle Hagen. Instead of doing the job by remote control from the desk, as is customary, Bob decided Hagen was good to last. The Harlow newspaper job went overboard and he went out ahead of the show for the greatest booking and publicity campaign the game has known.

Big Guns Sometimes Absent

What he's up against in his job of running the show window for the PGA is not being able to count on the appearances of the array of big boys expected by the local folks who are putting up the money. Failure to turn out the star guard puts Harlow on the spot and sours the towns on the PGA, whose overtures for repeat

performances next year are greeted with unanimous opening choruses of "Phooey!" Press association dispatches carried over the country the disconcerting tale of how San Antonio squawked on uncoupling from the PGA advance money necessary to put on the tournament because the guaranteed galaxy, a sextette of leading gentlemen stars, didn't appear.

The San Antonio affair was staged only by putting the excess over the prize money into the unemployment relief fund and the chances are there would have been a sad and permanent end to this pioneer event if Gene Sarazen hadn't listened to the entreaties of some Texas Open officials who boarded Gene's train at Uvalde. Gene's appearance did considerable to clear the atmosphere. Up to that time Abe Espinosa, Joe Kirkwood, Wiffy Cox, Harry Cooper, Fred Morrison, Larry Nabholz and Tony Manero constituted practically all of the field that the San Antonians had heard of before.

The Cooper boy, with all the panning that has been handed him for crowning cockiness, trouped despite Mrs. Cooper being an ailing little girl and Harry thinking far more about her than the golf he was playing. This kid has confidence in himself and in this tough session of tournament play where it's no score, no dough, such confidence is what puts the show on.

In Phoenix it was necessary to advertise the tournament without mentioning the names of the foremost maestros. The crowd responded. About the same tactics were necessary for San Antonio publicity. Newspaper copy, locally used and wired out, naturally went to build up the drawing power of those who appeared.

Expert Publicity Essential

It is beginning to be evident that tournament appearances and adept, persistent publicity is necessary as foundations for exhibition appearances. The show put on by four wellknown stars in one of the biggest southwestern cities recently resulted in each of the nationally known performers getting \$43 for the day's work

instead of the regulation old cut of from \$200 to \$500. In another southwestern spot, a quartette of aces showed for about \$25 gross apiece, after the gate had been divided. Both places are good golf cities and the disappointing takes go to demonstrate how you have to have the band playing all the time to bring the customers into golf's tent.

Just what the answer is going to be for the present acknowledged monarchs of the meadows is your guess as much as anybody's. Gene mourns that with two under fours he finished second at Caliente and tied for sixth at Los Angeles. He was consistent, too, with his best score in the 8 rounds being 70 and his poorest 72. There's always the danger of somebody running a temperature and leaving you out of the money in this tournament business, even if you are good. Bill Burke, with a \$50 drag out of the California season and Tom Creavy, PGA champ, with no dough at all among his California souvenirs, show the financial phase of the tournament problem.

Get Lesson Tips on Circuit

But, the ruddy laddies pound along from spot to spot with their venerable motors sounding like drum corps, and pick up experience that qualifies them for the big jobs.

The day of the emphasis on teaching is back here in this golf business and there's not much better place to learn instruction methods than along the tournament circuit. John DeForest, scion of English nobility and runner-up in the 1931 British amateur, picked up a good part of his game during the 1930-31 winter season with the Yank barnstormers. The old tale about teaching interfering with playing ability is strictly the hooie, according to John Farrell, Horton Smith and Al Espinosa, three campaigners who ought to have the right answer.

Even after Horton broke his arm, he went along with the boys for a time, picking up pointers he could pass on to his pupils at Oak Park where he will be located this year. Horton was solicited for that job, although more than a hundred others applied for it, because he was a good player and teacher. Al Espinosa got the Portage job at Akron, O. for the same reason.

The association is conducting a training school that is educating some of the leading professors of golf.

Store Men's Tale Shows Cheapness Is Costly

THE MORE the pro merchant looks and listens around him, the less he is inclined to be scared to death by the threat of dirt-cheap competition. It appears that the stores have had their fill of price-cutting beyond the point of profit, according to some statements made at the 21st annual convention of the National Retail Dry Goods assn., the department store executives' assembly.

Pros in the New York district who have complained of Macy's price-cutting (as has almost every other retailer in that territory) will be especially interested in the following comments on the address by Percy S. Straus, v. p. of Macy's, at the meeting, as reported by *Editor and Publisher*:

He gave the stores credit for reducing their selling prices as fast as manufacturers' prices declined, but pointed out, as did the other speakers, that an unchanged percentage of mark-up now brings in a much smaller amount of actual money. He added:

"We have handed on to the public all the benefits of falling prices, and have kept for ourselves all the disadvantages. That may be good philanthropy, but it isn't good business.

"Our landlords are not likely to reduce our rents, and we dislike to cut wages any more than we are forced to. Many of us are trying to save by using more efficient methods. But the real need is for an increase in original mark-up, although many of us hate to face it."

The speaker said department stores "suffer from the same malady as the railroads," but have not the same excuse of government regulation.

"It is merely our own lack of realization that prevents us from adjusting our mark-up to meet the situation caused by reduced prices," he declared. "If necessary, we should take the public into our confidence and frankly state that we cannot afford to sell at the same mark-up as in 1928 and 1929."

Editor and Publisher further stated:

"Several speakers insisted that the rush to promote low-priced merchandise had gone too far, and that it was time to begin telling about quality rather than price in advertising copy. Price advertising, it was pointed out, had increased the proportion of business done in very cheap goods."