

Winter Tourney Success Stirs Talk of Summer Golf Circus

By HERB GRAFFIS

PRIZE MONEY of the 1931-1932 tournament circuit clinked in the pockets of more pros than during any previous winter schedule according to records compiled by Robert E. Harlow who was in charge of tournament promotion and management for the PGA.

Harlow's figures show 132 pros shared in the allotment of the prize money. Twenty-five of the tourists won more than \$1,000 apiece.

Gene Sarazen, who represented the playing pros at the PGA Boston meeting, demonstrated his qualification for leadership by taking in \$7,859 to head the list of collectors. Second was Fred Morrison with \$5,708 of which \$5,000 was won at Agua Caliente. Others of the major money winners and their winter swing winnings:

Harry Cooper, \$3,896.

Paul Runyan, \$3,523.

Wiffy Cox, \$3,517.

John Golden, \$2,933.

Olin Dutra, \$2,540.

Walter Hagen, \$2,460.

Tom Miyamoto, Japanese star who made his debut on the American pro winter circuit won valuable seasoning and \$253 in cash. Expense factor did not bother the oriental performer as he had the financial backing of his government, in a sportsman-diplomat act arranged by Harlow as a boost for the tournament gates. Miyamoto, amiable and competent, was successful as a good-will emissary.

Little Slump in Prize Money

Prize money slumped only \$4,000 from the \$87,000 mark of the previous season, much to the satisfaction of the PGA and the players. Use of the first-aid fund contributed by the manufacturers was made in maintaining two of the Texas tournaments which were necessary to eliminate long and profitless jumps from Caliente to the True Temper open. Harlow worked these affairs so the gate income was sufficient to keep the use of the manufacturers' fund down to approximately \$900.

Harlow's contract as manager of the PGA tournament bureau having terminated April 1, activities of the bureau will be handled by A. R. Gates, business administrator of the association. One of the problems now confronting Gates in connection with tournament affairs is that of removing the conflict of July 1 and 2 dates for the playing pros. As the schedule now stands the Western Open and the Distillers' \$5,000 tournament at Montreal call for each ambitious star either being a twin or passing up half of some gold and glory as July makes its debut.

Necessity of vigorous tournament promotion as a booster of golf interest, player income and sale of equipment probably will result in one, or a group, of the golf goods makers engaging Harlow as impresario of tournament and exhibition events inasmuch as the PGA budget has been forced onto a diet.

Absence of expert management and publicity is sharply reflected by meager gate receipts at many of the casually conducted exhibitions in which club virtuosos have appeared since the close of the 1931 summer season. Prima donna temperaments in tournament golf now are quoted at a dime a dozen and plenty of bears in the market even at this price. Influenced by several of their analytical comrades some of the hitherto self-sufficient laddies are admitting the necessity of lively promotion and business-like conduct as journeymen artists whose public deserves prime consideration. They now are convinced it is John and Jennie Public who put on the line that stuff which it takes to pacify the vulgar trades people.

Consequently the stars whose arrangements still permit them a certain amount of roaming are anxious to have the business get the benefit of Harlow's master-hand as a golf showman. The home guard pros and the manufacturers also are craving action in exhibition and tournament golf as they are of the opinion it will be a healthy stimulant for golf interest and

sales under conditions of the 1932 season. Realization that approximately half of the golf players are public course pastimers, most of whom never have seen an exhibition by the game's eminent exponents, is another factor figuring in the plan to put the heat on in exhibition golf this summer.

Skillful planning and ballyhoo genius may figure in diverting the golfers with a 1932 summer exhibition activity exceeding that of any other year in the game's American history, even when Hagen and Kirkwood were making their great demonstration that there's money in them meadows.

So don't be surprised if you hear a caliope playing in front of the clubhouse this summer and on wandering closer are greeted by rotund Robert Harlow howling to the peasantry, "Hurry, hurry, hurry neighbors, the Hotsy Totsy Boys are now about to put on the big show at the first tee, with a mastodonic, marvelous performance by the peers of America's pastures. As an extra, added attraction for you alone, good people we are dragging out of his cage the prowling, pouncing pride of the pampas and household pet of the proud Prince of Wales, the great Jurado, and the mysterious Miyamoto, captured by a detachment of the United States Marines in the deep, dank, dark jungles of far-off Japan."

Circus day always brings the folks to town and it looks like golf is going to try it.

Instruction Returns as Prime Pro Requisite

GOLF INSTRUCTION is returning to favor. Maybe it's the way in which well tutored women have been showing up men golfers who have casually acquired what loose knowledge they have of golf, and maybe it's the depression that makes men want to know enough about playing to really get their money's worth.

Despite the late spring, pros who have featured their ability as instructors are getting a pleasant surprise in the number of lessons booked.

If the trend develops it may help to solve the unemployment problem with which qualified pros are having to contend because of an unfortunate tendency of clubs to engage fellows who claim they are pros and who will work for practically no money, net.

One of the viewpoints on competent instructors as club assets is presented by George Trevor in the *N. Y. Evening Sun*. Trevor writes:

"Few golf clubs can afford the luxury of a non-teaching professional this year—one of those barnstormers who gets paid a fancy salary merely for advertising the organization he theoretically represents. A lot of these "sandwich-men" are going to be out of jobs. They'll have to free lance on their own or go back to teaching golf—a phase they regard with something like condescension.

"The old, established golf clubs, with exclusive Park avenue memberships, never did go in heavily for this form of window dressing. They don't desire nor require any sport-page publicity of that vicarious type. They do want gifted golf instructors who don't assume swanky airs—men who aren't too proud to fashion clubs and correct slices.

"Organizations like Garden City, Apawamis, Sleepy Hollow, the National, Engineers, Nassau, Meadowbrook, Greenwich and so forth make a point of hiring old-school professionals—men who have served apprenticeships at the clubmaker's lathe and who would rather develop reasonably competent golfers from among their pupils than win the National Open. Such professionals have an inborn loyalty to their clubs and an abiding pride in their courses. They seek no personal laurels. They are neither obsequious nor imbued with a false sense of their own importance. Eventually they become as much a part of the institutions they represent as the bunkers and buildings."

From Trevor's statement it is not to be inferred that some of the best instructors aren't included among the playing stars of the game. To name just a few of the ace performers who are among the country's leading instructors we'll call the roll on Tom Armour, Horton Smith, John Farrell, Harry Cooper, Al Espinosa, Joe Novak, and Mortie Dutra. And each one of these fellows likes to teach!

ACCORDING TO Bill Lowell of Reddy Tee Co., average cost of sand box maintenance at 100 clubs prior to adoption of patented tees, was \$540 annually. Giving away tees, a practice followed for a time at some clubs, cost about \$250 a year. Discontinuing free tees resulted in no complaints.