

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.