



*Photo Am. Fork & Hoe Co.*

**I**N THE PAST few years golf clubs have discovered that it is advisable to maintain activities the year around. Winter sports such as trap-shooting, tobogganing, ice-skating and skiing, and indoor activities such as bridge tournaments, dances, keno games and ping-pong tables have been instrumental in holding club memberships closely knit against the former indifference of the colder months. Club members also have discovered that it pays in enjoyment and health to participate in the winter activities their clubs offer.

One game which has proved particularly effective in supplying exercise and amusement to golf members is the game of archery golf, developed and promoted about ten years ago at the Mayfield Country Club of Cleveland. The game rapidly gained ardent supporters not only in May-

# ARCHERY — GOLF

## Fastest Growing Winter Sport offers chance for PROFITS

By JACK FULTON, JR.

field but in other clubs in the Cleveland district and soon spread to other cities. Today, probably 150 golf clubs offer their members the sport of archery golf during the winter months, when the golf course otherwise would be essentially idle.

What is this archery golf? It is a game played over a golf course, with a bow in place of a golf stick and an arrow instead of a ball. Like golf, it consists of a drive, a long second shot and one or more putts. Different arrows are used for different shots. From the tee, an arrow can be sailed 250 to 300 yards and its flight carries the same old fascination that there is in smacking the ball an equal distance in summer time. Next comes the approach toward a target adjacent to the green of the golf course. Then fine, accurate shooting at the 4¼-inch bullseye is required. It takes just as much skill to accomplish this as it does to sink a long putt on summer greens.

### Why Ideal for Winter?

Broadly speaking, archery golf is the same game as golf and in general subject to the same rules and regulations. Certain fundamental differences, however, make archery golf a more ideal sport for

winter. Consider a few of them:

Arrows travel through the air and weather conditions have little effect on the accuracy of shots. Archery golf has been played in snowstorms with complete enjoyment to the players.

You can dress as warmly as you please for archery golf. Warm underwear, woolen shirt, waterproof shoes, and heavy cap and gloves are generally worn. No winter weather stops the game when the players are properly clothed to meet it.

Only an hour and a half to two hours is required for a round of archery golf, mainly because all the archers may tee-off at one time. This makes a great deal of difference in cold weather, when standing around is the quickest way to get cold. You don't need a caddie, and the arrows stick up even in snow and are easily found.

Knowledge of how to play archery golf is easily acquired. Scores usually start in the 90's, soon drop into the 80's and then into the 70's. There is a certain knack in shooting an arrow; some have it naturally, others acquire it. The ordinary Class C golfer often develops into a better archer than the Class A golfer. Equipment is inexpensive (a bow and three to six arrows, a quiver, and a shooting glove to protect your fingers against the bow-string—total cost need not exceed \$20.00).

Any reasonable number of players can start out together for archery golf. Down at the Cincinnati Country Club, where archery golf is firmly established, E. U. Irwin writes that often the archers go out in groups of twelve, six men to a team. "We make all the noise we like, and have a rousing good time," says Mr. Irwin.

The portion of archery golf corresponding to the putting part of regular golf is interesting. The archer has shot his arrow perhaps 270 yards down the fairway on a given hole and has taken his second (approach) shot. From the spot where his arrow sticks in the ground (but never closer than 15 yards) the player now aims at the target. It consists of a bull's-eye  $4\frac{1}{4}$  inches across. Encircling it is a red ring 4 inches wide, and outside that is another one, black in color, also 4 inches wide. The archer must hit somewhere within this 20-inch circle to "hole out." If he hits the bullseye, he holed out on his previous stroke. If he hits the red or black circles, that shot is counted. If he misses the target, he shoots again.

So much for the game from the player's point of view. What is to be said for it from the standpoint of the club and the club's officials who are responsible for the financial well-being of the establishment?

### How Game Benefits Clubs

First of all, as hinted at earlier in this article, there is a growing conviction in club circles that much loss of member interest can be forestalled where there are attractions to draw the members to the club all year 'round. The natural result is to cut down markedly the number of resignations by members, the number of membership transfers (in clubs where the member finds his own purchaser) and the number of delinquents who take the attitude that there is no hurry paying up what is owed the club until spring and golf arrive again.

### Inexpensive to Keep House Open

In addition to better membership spirit, there is also certain financial return to be expected from a 12-month club schedule. Only skeleton crews of employees need be kept at the club during the off-season. Under intelligent management, there is no reason why maintenance costs should be excessive—possibly a little more fuel to heat the clubhouse, a few dollars over the usual spent for electricity to light it and a small bill for water needed in the washrooms and toilets.

### Fancy Food Not Needed

Offsetting this is the departmental business that can be developed. It is reasonable to assume that every time a member shoots a round of archery-golf at the club, he is going to eat something. And he is not going to be overparticular about the service; few members will object to plain food, plainly served on a cafeteria or help-yourself basis. Yet approximately the same prices can be placed on the menu items as prevail in the active summer season. A French chef is not needed for this sort of food preparation; an inexpensive man or woman cook can handle the job without difficulty. On this basis it ought to be possible for the club not only to break even but actually to make a modest profit on the winter's food service.

Out in the men's locker-room, one locker-boy can handle the winter patronage, and should return another profit to the club through beverage and tobacco sales. It might even be possible for a light temporary lunch counter to be set up in the locker-room and coffee, sandwiches and

pies made available for the members under the locker-boy's ministrations. If this is done, the cook might be found unnecessary in the club kitchen, although the club that decides to go after winter patronage in a serious way ought not cut down too severely on the service and comforts about the building or the members will find it too unattractive and crude to keep them coming out.

### Profits from Renting Tackle

If you exclude the intangible benefits resulting from preservation of member interest through year-round activity, none of the departmental profits mentioned above would in themselves warrant keeping the club open through the winter. But there is profit to be expected from the game of archery-golf itself which, added to the profits from the departments, bulk comfortably large.

This profit results from several phases of the archery-golf situation. First of all, it is impractical to expect the members of a club to go out and buy bows and arrows without first trying the game to determine whether or not they are going to like it. So, archery tackle should be available for rental at whatever nominal rate the club may decide is appropriate. Clubs in the Cincinnati and Cleveland districts rent a bow and six arrows for 50c to \$1.00 per round.

Let's figure what that can amount to. Assume that through proper promotion and club interest, the number of rounds of archery golf through the winter season of 20 weeks averages 75 rounds weekly. That is 1,500 rounds; at 50c per round, the winter's income from this source will amount to \$750. First class equipment, sufficient to handle a patronage of 75 rounds per week, can be purchased from archery tackle manufacturers for not to exceed \$350, thus leaving a profit on the season's operations of \$400. Moreover, the original equipment is very little depreciated.

### Players Soon Buy Own Tackle

In actual practice, the rental money will not reach this total, because soon after a member becomes sold on the lure of archery-golf he decides to purchase his own equipment, and since archery tackle is not readily purchasable everywhere, he will have no objection to making his purchase through the club. In fact, the member has probably found a particular bow among the rental sets that meets with his fancy.

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When a man goes out to play a round of golf, he expects to lose or render unplayable one or more golf balls, and he does not protest loudly against this item of overhead. In archery golf there is a similar breakage or loss of arrows, although it is less frequent than in golf balls. Consequently, whether the member rents his archery tackle or uses his own, he will be forced occasionally to buy arrows to replace those he has broken. He buys them naturally from the club's stock, and on these sales the club or the pro makes a profit that mounts up nicely through the season.

### Game Is Not Dangerous

The commonest objection to archery-golf is the feeling that the game is dangerous. As a matter of fact, there are no more hazards to the game than to golf. An arrow does not slice or hook; it goes straight from the bow and only in the very highest winds will it drift off the fairway into the rough. Thus, the archer has full control over the arrow at all times. Moreover, the very fact that arrows are being shot makes the player careful to observe ordinary caution.

To make it possible for archers to exercise care while playing the game, blind holes and dog-leg holes are never found on an archery-golf course. The usual practice is to follow closely the sequence of the holes as played for golf, but where a dog-leg or blind hole is met it is customary to shift the "shooting post" and target slightly to eliminate all possibility of archers not being able to tell whether the men in front of them are out of range or not.

Briefly summarized, archery-golf offers a means of holding a club's membership interested during an otherwise inactive period; it will bring certain departmental income into the club to help meet the expenses of the winter and probably permit them to operate at a profit; it will result in a sure profit through the rental and sale of archery tackle.

This being the case, GOLFDOM believes it will pay clubs to consider carefully the possibilities of archery-golf. Readers interested in the rules of the game and information regarding leading lines of archery tackle can obtain this literature by checking "Archery Supplies" on the Buyers' Page in this issue, page 27, and mailing to GOLFDOM.