

Student Market of FIVE MILLION



These young ladies comprise the golf team at Penn Hall, exclusive Pennsylvania prep school. From groups of this age today, many a life-long golfer will emerge.

Awaits Golf Promotion

By
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MARKET development work done by the energetic pros who have taught, sometimes without cost, group classes of high school students, may be greatly extended when certain plans for the promotion of golf now being considered in high places mature.

The depression put an end to the growth of golf on the "craze" basis. Whether the return of prosperity will renew the golf-rush is something that the pros, manufacturers and fee-course owners must not leave to chance. They realize this and in some sections have begun to plan promotion of the game instead of leaving this

matter up in the air and eventually finding themselves out of luck, as did the baseball people.

Some of the professionals have been picking up dollars and publicity during winters past by instructing high school classes indoors. Credit is allowed the students for the time spent in receiving this golf instruction. When the spring comes these youngsters rush out to the courses and the fee-golf establishments in particular have made some profitable solicitations for this business. One of the fee-course owners in the Chicago district tells GOLF-DOM that special morning play week day

rates to students brought in a welcome volume of business. He especially commented on the number of girl students who brought their mothers as playing companions.

In several instances private courses have taken up this matter of encouraging students to play golf. Eddie Garre, pro at La Grange (Ill.) C. C., who was one of the pioneers in developing golf play among students was aided by club officials in inaugurating his course for the La Grange high school students. Garre has found that the youngsters provide a quick and fairly large market for reconditioned clubs that he takes in as credits on new club sales.

Courses for Students

A number of the larger universities already have their own courses. The experience at these courses indicates that an investment in a golf course is a sounder financial deal for the school than the expensive stadia that frequently now are proving agonizing burdens.

At the smaller schools golf is beginning to get in strong. Some of the girls' schools have their own courses that, while not of championship calibre, are popular and adequate recreation facilities. The exclusive Penn Hall, preparatory school and junior college for girls at Chambersburg, Pa., has a 9 hole course with a yardage of 2,255, running 226-100-366-228-284-248-350-117-336. The course is well trapped and has two water holes. It is a good test of golf.

The Penn Hall golf team of 18 girls includes one youngster, Catherine Hardin of Fort Smith, Ark., who was 1932 winner of the Women's Two States (Arkansas and Oklahoma) Golf league championship. Alexander H. Nelson, business manager of the school, is considering a schedule of matches between the Penn Hall team and teams from other eastern schools for girls. Planning such a schedule is made difficult by lack of information about other girls' school teams. Compilation of such a list should be part of the PGA's work or of whatever group may be formed for promotion of the game.

There is room for another national championship, a girl student's event along the lines of the Intercollegiate championship which dates back to 1897.

As additional recent evidence of how girl students are taking to golf note the following item from the New York *Herald-Tribune* of October 18, in which the ener-

getic George Jacobus, chairman of the PGA Ways and Means committee, is shown doing his stuff for the promotion of golf:

Golf was added yesterday to the elective courses in physical instruction for girls of the senior class of Ridgewood High School, and almost all of the more than 125 girls in the class immediately elected it.

The board of governors of the Ridgewood Country Club has lent the services of the club professional, George Jacobus, as instructor and the use of the links on Thursday afternoon. Mr. Jacobus began work yesterday with a classroom lecture of an hour to each of four sections of his class. There will be an hour's lecture every Monday and an hour's field work every Thursday afternoon.

The field work comes after school hours, but the students seem to regard it as no hardship. Elizabeth Sellier, physical director of girls at the school, is co-operating with Mr. Jacobus in the course.

A Big Market

The youngsters afford one of the most logical and readily available markets. There are around 2,330,000 active golfers in the United States between the ages of 20 and 64, according to figures determined by GOLFDOM after extensive research. This is 1.9% of the total U. S. population, 3.8% of all U. S. whites between 20-64 years of age, and 6.7% of urban white residents between 20 and 64.

U. S. 1930 census figures give the following figures on school attendance by ages of white students in urban localities:

14 and 15	2,002,506
16 and 17	1,334,926
18 to 20	792,373
21 and over	1,314,779

This makes a total of 5,444,584 young people out of whom, during the next five years, there should come enough active golf players to practically double the golf market. That volume warrants some thoughtful, forceful and prompt attention. The youngsters are in school, where they can be reached easily, and they are responsive to any play appeal. The public and daily-fee course facilities available at low cost for these students are amply sufficient to handle almost any volume of play that might be developed.

During 1931 the fee and public courses, comprising 27% of the country's layouts, handled approximately 36% of the 93,519,000 rounds of golf played. This year, with more courses operating on a daily-fee basis, the play probably was split almost 50-50 between the fee and private course plans of paying for golf.

This division means that golf at low cost may be played by a much larger percentage of the population than previously played prior to the depression. Youngsters now can play a round of golf in many localities for just about the price of a movie ticket. Low cost of golf equipment these days also is proving a factor in getting the youngsters active on the courses.

Golf's "in" on this juvenile phase of market development already has been furnished by the caddies, but strange to say, nothing has been done on a planned basis in making use of these bag-carriers as insurance of the preservation of the golf market.

But permitting the caddies and other youngsters to be the forgotten men and women in golf market development is a condition that won't be continued much longer according to statements made by those who are earnestly engaged in planning a campaign for promotion of the game.

Border Cities Greenkeepers Finish Hard Season

HERB SHAVE, chairman of publicity committee of the Michigan and border cities greenkeepers' organization, and greenkeeper at Oakland Hills C. C., reports that the greenkeepers in the Detroit district recently concluded their outdoor schedule of meetings in a joint session with chairmen, greenkeepers and salesmen. Golf preceded the technical discussions.

Shave remarks that the 1932 season was brutal for the greenkeepers in his part of the country. Budgets reduced to a point below the healthy minimum in some cases and the worst brownpatch summer in years combined to give the boys misery. By ingenuity, good luck and constant vigilance the greenkeepers brought their courses through in good shape.

Bunkers and rough were not kept up to the standard of former years, due to the opportunity for savings afforded at these spots.

Play was off at fee and municipal courses. The fee courses fought a severe cut-price war among themselves, about as was done in the Chicago district. Cut prices didn't increase the volume so the price slash proved to be a fallacy that has left some deep and possibly fatal wounds in some of the fee course operations.

WINTER MONEY \$40,000

About Half of Last Year's
Tournament Prizes
in Sight

PRIZE MONEY for the 1932-33 winter season now in sight is expected to reach around \$40,000 if the 75 per cent of gate receipts at the two Pacific Coast events, which have such a percentage agreement, runs up to \$2,500 in each of these tourneys.

The Southeastern events will provide \$11,800 of the prize money, the Pacific coast the rest, according to Francis Powers, tournament bureau director of the PGA. Moving the Miami-Biltmore \$10,000 open up to November 27-29 in order to launch the Florida season with the top-money golf event has altered the usual movement of pros via automobile, train and hoof, but the boys have been very happy to change in order to get a stab at the 10 G's during these days when the major All-American gallery attraction is the soup kitchen.

Powers is in negotiation with Greensboro, N. C., about an event that is tentatively scheduled following the North and South at Pinehurst. Present plans, \$3,000 prize money.

The San Francisco match play open to be played at Olympic club, Dec. 7 to 12, inclusive, starts with 2 days of qualifying play (18 holes each day), runs two 18-hole rounds on Friday and has 36-hole matches Saturday, Sunday and Monday.

Prize minimums are: winner, \$500; runner-up, \$330; two losing semi-finalists, \$165; four losing mid-finalists, \$100; eight losing in second round, \$50, and the 16 losing in the first round each will get \$35. In addition, 75% of the gate receipts will be divided among the pros as follows: winner, 20%; runner-up, 13 $\frac{1}{3}$ %; two losing semi-finalists, 6 $\frac{2}{3}$ %; four losing mid-finalists, 4%; eight losing in second round, 2%; 16 losing in first round, 1 $\frac{1}{3}$ %. The committee expects the 75% of the gate to be about \$2,500.

Agua Caliente will stage its fourth annual "open" Jan. 11 to 14, with \$7,500 to be fought for. Entry fee of \$5.00 will be collected from both pros and such amateurs as enter.

Winter tournament prize money in the 1930-1931 season was \$87,000 and in the 1931-32 season, \$84,000.