

ruined by cut-price competition of pros themselves. Any fellow who will work for less gets the job, it seems, regardless of his qualifications. It does seem though, that the fee course owners will get next to themselves because it was plainly apparent in the 1932 season that the fee courses faring the best, financially, were those having first class pros who really knew the business of golf. It paid the courses to let these pros make some money out of the jobs, as then the fee courses made more.

Competition Hard Hit

High rents, lowered sales volume and even that volume split among scores of new "down-town" golf goods outlets have put the sporting goods stores in a bad way. The practice of trick discounts to em-

ployees of large corporations, or the general distribution of these discount cards, has so reduced the chance of profits for the legitimate sporting goods stores that they are in a much worse plight than the pros. After a number of years of competitive enmity the pros and legitimate stores now find that they have a cause in common. The chisellers who work on the "buy it wholesale" lure and the hit-and-run sharks with their phony fire sales and clearance sales are injuring the pro, the legitimate store dealer and the manufacturer alike.

Promotion Needed

In 1932 one of the few bright spots in the golf business was the continued growth of women's golf. Pro attention to this phase of the market is one of the best

IN an estimate of the "value of tourists on the hoof," "Western Advertising" gives the following figures of total expenditures by tourists compiled from data furnished by various community promotion organizations:

Northern and Central Calif. (Jan., Feb., Mar., Oct., Nov., Dec., 1931)	\$ 68,252,583
Southern Calif. (winter, 1931)	110,928,619

That total of \$179,181,202 in a depression year of 1931 doesn't make those banner year open event purses seem out of line as thrifty advertising efforts.

Chicago authorities estimate that almost 2,000,000 visitors will come to the 1,500 conventions which will be held during the Century of Progress world's fair in Chicago this summer and early autumn. It is expected these visitors will bring \$75,000,000 to the city.

Florida, by advancing the date of its \$10,000 open, obtained satisfactory results, Floridians say. Galleries were smaller, but the golf event and its publicity helped to attract people who came to Florida earlier and are expected to stay until spring.

Those facts seem to indicate that tournament golf even in these times, isn't necessarily "on its way out." What it obviously needs is the strongest, most persistent promotion it possibly can get, and that promotion must be done thoroughly and well ahead of the show.

The foregoing figures seem to indicate plainly that there is an opportunity to fatten the open tournament purses enough to attract the entire tournament golfer field. Even in breadline times people still travel and spend money, enjoying samples of the promised fruits of technocracy, when Eden will be restored and 16 hours' work weekly will enable us all to live as \$20,000 a year men.

Whatever doubt might have existed about the winter publicity value of the playing pros was dissipated by the amount of newspaper space devoted to the effort of some prominent tournament pros to finance additional promotion work out of their own purses. The various statements and comments got total newspaper space that compared favorably in volume, considering the season, with the space given the PGA championship.

Somewhere among the different opinions drawn forth by the tournament players' extra-territorial promotion activity, there is a happy medium that should revive open tournaments and exhibition golf: Looking for this and not making faces for public entertainment is the job for those of responsibility and competence in the various phases of the matter.

There's something to the explanation that the PGA championship, with its field of a few more than 100, accounts for more than \$10,000 of the PGA annual expense and to the reminder that the trip of the American Ryder cup team of 9 men and a manager to England will cost another \$10,000 this year. The playing pros are not pitifully neglected, according to this evidence. There also is weight to the tournament pros' statement that if they can work up more tournament money they are out to do it.

But, while the arguing goes on, the golden eggs are turning rancid and the goose that laid them is figuring on laying its nuggets somewhere else.

Maybe the public, like the ruined gal, pays and pays and pays, but there's not a hell of a lot of paying being done these days unless the layer is lured into it by steady high-powered teasing.