

Advertising Value of Winter Opens Justifies Increases

By H. P. FARRINGTON

TWO notable factors in the staging of the big money winter tournaments seemingly are not given due consideration. First, the tremendous amount of free national publicity broadcast in print prior to, during, and after the completion of each event, and second, the large amount of money and time the pros expend, with comparatively few of them breaking even for putting on the show.

When you say it quickly, sums totalling \$50,000 to \$100,000 sound like a lot of money in these hard times. However, if the space that accrues in the nation's publications was measured purely from an advertising standpoint the various Chambers of Commerce, advertising clubs, and booster organizations would find they had obtained bargain rates.

In addition to actual space, there are the favorable headlines, choice positions, and stories lending romance to the various playgrounds of perpetual sunshine, which are thus better advertised than they possibly could be through paid, set ads.

It is quite impossible to measure the intangible factor of the number of visitors immediately or eventually attracted to the scene of these great tournaments. If just one visitor moved his family and business to a given locality the apparent expense item would become a plus.

It would seem that the various state organizations should underwrite every one of the big tourneys by including these events in their advertising budget and perpetuate the successful ones. If the tourney paid for itself so much the better, but let any loss in cash be written off to advertising of the highest type.

By such a procedure permanent dates could be assigned, a regular chain of events geographically charted arranged, many months' advance notice procured in golf and sport publications, and the barnstorming group thoroughly acquainted with each winter's itinerary.

Having events scheduled for months and then suddenly cancelled, the purse cut,

dates changed, courses unknown, interrupts and unfavorably impresses both the playing and reading public. It is obviously unfair to ask players to travel upwards of 3,000 miles only to find that instead of a full month or six weeks of consecutive play that there are long and expensive waits between events wherein the pro must keep his game up, but can't keep his expenses down.

The Pros' "Open Purses"

One professional with his wife, annual visitors to California, told me his expenses ran to \$4,100 in 1929-1930 on the winter tour. This item was made up in an economical method of living (at least in California) by hiring an inexpensive apartment, hiring an auto for a month, food, laundry, meals, caddies and railroad fare. He made the entire loop, by playing in the middle west, the northwest, southwest and on to Florida with a cessation of activities at Pinehurst.

What the boys spent who only sought out hotels and could not economize by home cooking remains for you to imagine. Some of the players who motored out with a caddie for a chauffeur found they could not employ their own caddie in competition, so that from \$2.00 to \$5.00 a day was added to the expense they had attempted to eliminate. If the player's game was to be affected by driving several hundred miles in jumping from one tourney to another, some leniency should be shown and exceptions made to a hard and fast rule regarding this one expensive item. This was in addition to a customary \$5.00 entrance fee to start. To some, these items made no difference; it started others trekking home or looking for a job along the line.

To be sure, many hotels make exceptionally low rates for contestants, club luncheons are moderately priced, and often local transportation provided, but still except for comparatively few prize winners the tour breaks many hearts and more pocket-books among ambitious youngsters who find lit-

tile comfort in unfulfilled hopes and a beautiful climate.

A step in the right direction has been the wider apportioning of the purses but for the man trying to make a living at his chosen profession only the top players in each event ever have had a chance for success.

Let us take for example the San Francisco match play open tourney. Many put in practice rounds over the two truly championship courses of the Olympic Club at Lakeside, and it costs the visitors close to \$10 a day simply to live, get to the club, pay for caddies, balls, repairs, laundry, tips and what-nots to stage a show of the high-class golf talent in America, in which only eight players can be paid for their time in the tourney.

Still one hears that the purses are too large, that the pros are paid too much when by far and large the most the pro gets out of it is the sociability, playing experience, and a purse-felt hope of better luck next time.

Just as a matter of comparison one finds on the March schedule an open event of two days' duration at Pinehurst with almost identically the same prize list as above mentioned with three days' free board and room thrown in, for the pros invited. In one case the whole northern part of a state with three large cities to call on and to reap benefits, guarantee just one half what a winter resort made up of a few hotels gives to their customers as a treat for the advertising that comes out of it.

This is not said disparagingly, for San Francisco's Junior Chamber has not had the wholehearted financial backing that the various advertising clubs and associations should give them, but instead have to go out and dig up the cash every year themselves and trust that the weather man and the galleries will help them pay off. Thus far the associations are not sold on the monetary value of these good-will tourneys from an advertising standpoint.

Early Christmas Shoppers

Jay Allan Novak, born Nov. 28 to Mr. and Mrs. Joe Novak. Joe is widely known and a popular pro at Bel-Air.

Jane Garland Monteith, born Dec. 15 to Dr. and Mrs. John Monteith, Jr. Dr. Monteith is technical chief of the USGA Green Section.

Rhode Island Short Course Planned for Greensmen

A ONE-WEEK winter course for greenkeepers will be held Jan. 30-Feb. 3 at Rhode Island State college, Kingston, R. I., according to announcement from G. E. Adams, dean of agriculture. The course will be limited to 24 students and requirements for entrance are—the applicant must be a green-chairman, a greenkeeper, or have had experience in the work connected with the care and management of golf courses. The registration fee is \$3.00.

There will be four hours of active work each day, from 10 a. m. to 12 noon, and from 1 p. m. until 3 p. m. The program:

MONDAY, JANUARY 30, 1933

Registration.

The State Survey of Golf Courses—Director, B. E. Gilbert.

What Is Soil Acidity? Methods of Testing Soils for Acidity and Phosphorus.—L. A. Keegan.

(Bring samples from your course for testing.)

TUESDAY, JANUARY 31

Grasses Found on the Golf Courses of Rhode Island and Types and Varieties Used in the Rhode Island Experiments.—H. F. A. North.

How Plants Live.—H. W. Browning.

Seed Identification and Testing.—H. F. A. North and L. A. Keegan.

WEDNESDAY, FEBRUARY 1

Soil Types and Their Adaption to Golf Courses.—L. A. Keegan.

The Use of Lime Materials on Turf.—T. E. Odland.

Fertilizer Mixtures and Composts.—T. E. Odland and L. A. Keegan.

THURSDAY, FEBRUARY 2

Control of Weeds in Turf.—T. E. Odland.

Insects Injurious to Sod, with Methods of Control.—G. B. Durham.

Why Cost Accounts?—Professor L. S. Dickinson, Amherst, Massachusetts.

FRIDAY, FEBRUARY 3

Insects Injurious to Sod, Continued.—G. B. Durham.

Causes of Plant Diseases.—Lester E. Erwin.

Landscaping of Golf Courses.—Daniel A. Clarke.

After each lecture there will be a period for group discussion.