

PICKED UP IN THE ROUGH

By HERB GRAFFIS

ONE of the big newspaper chains has passed the word to its sports departments to feature golf this year.

It's finally hit the bosses of the system that there are more rounds of golf being played each year than the combined attendance at all league baseball games, leading football games, leading horse race meets, and the sporting events held at Madison Square Garden and Chicago Stadium combined.

Professionals and managers of clubs should take fullest advantage of the increased sports page interest in golf and see that local sports departments are informed of all possible news developments at their clubs.

NEW YORK DISTRICT clubs are doing some attractive advertising to build up rosters. Clubs advertising over box numbers as "famous old private golf club" and "one of the oldest private golf clubs in the metropolitan district" are making special propositions.

"All references required" advertises one of the clubs that is making a special play for younger golfers by offering annual junior memberships for young men, 26 to 30 years, at \$100, young men or women, 16 to 25 years at \$50, wives of junior members, 26 to 30 years, \$50; and wives of junior members, 15 (shades of Mother India) to 25 years, \$25. Annual memberships for women over 26 are advertised at \$80. The 10 per cent government tax applies in all cases.

The advertising is dignified and briefly outlines the attractions of the clubs. It ought to bring some business.

ONE OF THE MOST significant, substantial signs of improvement in the golf business is revealed by GOLFDOM's circulation department. The 578 golf club membership lists for 1934 checked during the week of March 18-24 against the 1933 membership lists of the same 578 clubs showed an average net gain of 17 members per club.

THE TOURNAMENT of the Masters as a revival meeting for golf was a sensational success. Gallery was not large as

big tournament galleries go, or have been running even during the depression, but the newspaper space given the event nationally is estimated to have exceeded in lineage that of any National Open. It demonstrated the publicity power of the Jones name.

It's not a bad guess to say that the newspaper play given the Augusta National event was the bright and beaming star of a number of occurrences all tending to promise a great season for golf.

General opinion of the pro contestants in the event is that Bobby did remarkably well considering the amount and character of matters other than playing golf he had on his mind during the tournament. As host, stage manager, usher and featured performer of the show at Augusta National, Bob had far more of a load to carry than he ever did in any of the tournaments while he was an amateur.

THE Germans beat the PGA to the pro short course idea. In Berlin during February there was held a three weeks' training course for about 20 young German professionals.

Course consisted of clubmaking, instruction, greenkeeping, bookkeeping, rules, etiquette and history of golf, physical training and correspondence.

Karl Henkell, official of the Deutscher Golf Verband, advises the results of the short course were so gratifying it will be repeated soon.

There is to be a national caddie championship in the autumn. Special attention is being given to the training of youngsters out of the caddie ranks into pro positions.

There will be national handicap tournaments for men and women members of the 50 German golf clubs held this year as one of the details to popularize the game which now has been made officially the national sport of Germany.

JUST to give further evidence that the pros do respond to letters, Doc Treacy says that in response to his second letter asking PGA sectional secretaries to submit lists of eligible non-members in their sections, 350 names were forthcoming from four sections.

"A CERTIFICATE of Apprenticeship" to be given boys who have served at least 4 years in a master professional's shop is the latest bright idea out of the busy brain of George Jacobus, the PGA president.

After that time, George's proposal continues, the boy is to be required to serve 2 more years in qualifying for an assistant professional's certificate. At the conclusion of 6 years he will be entitled to his master's certificate and a pro job—if he can get it.

It is Jacobus' belief that such a system would help acquaint the golf clubs with the fact that a man is not a qualified golf professional simply because he will work for money.

He suggests that the pros themselves begin to work on this idea to curb "over-production" in their ranks by hiring as assistants boys who have had at least 4 years' shop training.

ART ANDREWS, pro at Davenport (Ia.) CC, and George Holbrook, pro at Clinton (Ia.) CC, have gone in for gold mining in Arizona.

While they were away this winter they staked a claim and worked it for a couple of weeks, panning some gold, and leaving the claim to be worked by a miner partner of theirs while they work their golf claims at Davenport and Iowa.

The tale of their adventures in the wild west spurred their neighbor, Elmer Schacht of Des Moines to come through with a narrative of adventure that has most of them 10 down.

Schacht says he was hunting in the Florida Everglades and becoming tired, flopped down and fell asleep. During his sleep a rattlesnake bit him. He awakened and found marks of the rattler's fangs but was unharmed because mosquitoes had sucked the poison out of the wound and were around him in heaps, dead.

Elmer won first money in the Winter Liars' Tournament circuit with that recital.

ARTHUR BRISBANE, commenting on the labor unions' demand for a 36-hour work week, figured out very easily that 76 hours a week was left for eating, study and recreation.

Counting four hours a round and an hour for the locker-room post-mortem, golf can

happily occupy 35 of those loose 76 hours. Meals at the club ought to account for a few more.

This should be golf's year.

UNNECESSARY turmoil seems to have been stirred up among tournament circuit performers by Charles Hall's chat with Henry M'LeMore in which Charley was quoted as saying players at Augusta with the exception of Jones, Dudley and Mac Smith "hacked" and "kicked the ball around."

Henry is a great feature writer and jumps at angles to stir up debate. The story as it appeared put the kindly Hall in the light of censuring the other guys who finished ahead of Dudley and Mac.

Having listened to Hall on this subject of swing analysis several times, we are acquainted with Hall's strong belief in each player adopting and standardizing the style that suits him best. Charley's only criticism of the jerkier hackers as compared with the flow of the swingers to us, was that the Jones, Dudley and Mac Smith swing looks prettier.

Hall also told us that the warning against the fast backswing is greatly over-emphasized. He says that the speed with which a player walks frequently tips off whether the backswing should go fast or slow.

Charley, as a great teacher, is about the last bird we'd name as being author of any statement that would infer he believed the golf swing had attained such perfection in any player that an improvement was impossible.

ONE OF the best breaks of early season publicity pros ever had was given them by a display of shop photographs run in the Buffalo (N. Y.) *News* early this year. It showed Charley Beamish, Alex Harrison, Jack Gordon and their assistants getting things in order for the season's opening at their shops.

The stunt is something for pros to arrange when they are planning their 1934 campaigns.

H. L. WALLERSTEIN, golfer and bird-lover of Paducah, Ky., comes up with an idea for getting the birds to make golf courses home. Wallerstein prevailed on the manual training students at the local high schools to make birdhouses for the Paducah C. C.