

United States and Great Britain for 1932, and Tommy Armour and ex-holder of several major titles, to oppose Neal McIntyre, Indiana state champion and Ralph Stonehouse, the Coffin Course professional, proved a great drawing card to thousands of spectators. The committee in charge turned over approximately \$1,000 of the proceeds realized to the city employes emergency fund, used to feed the city's destitute and unemployed.

The new water lines and pumping station installed at the Coffin Course provide a supply sufficiently large to insure watered fairways and the finest greens. This is a new venture for municipal golf in Indianapolis, and it is to be hoped that similar sprinkling systems can be provided for other city courses.

Excluding the Coffin Course, which was opened late in the season and not then quite completed, the golf department, showed a net profit of \$10,629.47 for 1932. This amount was made on three courses. South Grove showed a deficit of \$2,130.20 in 1932 and Douglas \$862.69. The Douglas course indicated a slight gain in receipts over former years, the deficit being reduced about 50 per cent as compared with 1931, so this course really shows a healthy gain, as the deficit in 1929 amounted to \$6,365.83.

The maintenance costs on these two courses, as well as Riverside, Pleasant Run and Sarah Shank, included the addition of considerable new equipment, and many permanent improvements such as laying new water mains on South Grove and Riverside, needed for many years; repairs to buildings, new greens, sprinkling systems, tool houses, etc.

The golf department continues to function successfully under the new plan of reorganization effected in 1930. A substantial profit has been made each year, as the department showed a deficit of \$25,684.54 up to 1929, and the links never paid their own way prior to 1930.

### Golf Pays for Other Play

While it is not the desire of the Board of Park Commissioners to conduct the city golf courses, or other forms of recreation as a commercial or profit-making enterprise, the demand for relief from the already too-heavy tax burden makes it imperative that the park department absorb a large proportionate share of an enforced reduction in the city's tax requirements, and this revenue is absolutely needed if the golf courses are to be kept in opera-

tion. It also aids very materially in maintaining our swimming pools, playgrounds and other recreational facilities.

At present all city courses are considered in excellent physical condition and a number of improvements are under way. The department as a whole will show a substantial profit for 1933.

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Lockwood's detailed annual reports to Supt. Sallee for the records afford specific evidence of progress and expert management and are so airtight against criticism that they serve as additional protection of competent operation against any threat of politics, a danger to which municipal golf operating profits never shall be immune as long as administrations are subject to change and a new set of higher-ups come in itchy for the money and jobs involved in municipal golf enterprises.

## SYNDICATE BACKS PRO

Bill Schwartz Winter Tour  
Financed by Local  
Shareholders

ONE OF THE kids we'd like to see pick up some important prize money on the winter circuit is Bill Schwartz of St. Louis, because it might encourage golfers in other districts to chip in and send their promising aspirants for sharpshooting honors on future tours.

Bill is the youth who received national publicity as the pro whose winter tournament expenses were financed by a \$1,000 fund raised from the "Bill Schwartz Golf Tour," an idea devised by Sid Salomon, Jr., who rates as a good golfer, an enthusiast and a grand fellow in St. Louis and points north, east, south and west. Allied with Sid as sponsors of this Schwartz tour fund are Gus Moellman, Chick Irwin, Dick Bockencamp, Roswell Messing, Leo Bauman, Emil Boardman and Elliot Whitbread. The committee issues stock certificates which are hopefully held by a number of St. Louisans.

In announcing details of the fund the committee chairman's bulletin said:

There's a sporting plan afoot that will appeal to every true golfer and business man, and I'd like to make it as brief as possible, and still get the story over to you.

Bill Schwartz is one of the best golfers in the Middle West, and, given the proper opportunity, will rank among the best in

the country. He was one of the Saint Louisans who qualified for the National Open this year so high that he automatically qualifies for next year. He recently won the St. Louis Professional Golfers' championship, and has always been among the highest ranking pros in this part of the country.

It is our plan to make it possible for Bill to win national prominence. To do this, we need your help.

Golf professionals all over the country are preparing to try their luck in the coming winter tour golf tournaments that start November 15th at Pinehurst; then go to California, and wind up March 23rd in Florida. There is total prize money of \$37,000.00. It is possible for one individual to win as high as \$15,000.00 and it is nothing out of the ordinary for golf professionals with the same type of golf game as Bill Schwartz's to win \$5,000 and \$6,000 over the complete winter tour. Many noted professionals, such as Denny Shute, Craig Wood, Ralph Guldahl, Paul Runyan and many other popular prize winners have started their careers on the winter golf tour, and have been backed on a similar basis.

We are offering you the opportunity of helping "back" Bill to go on this tournament trip. He needs about \$1,000. We are dividing this sum up into one thousand shares, at \$1.00 per share, and are selling them in minimum blocks of five. The first \$1,000 that he wins will be returned to the stockholders. The balance will be split, "fifty-fifty" between the stockholders and Schwartz, and will be returned to you as dividends in proportion to the amount of shares you have purchased.

All funds will be in the hands of the above committee, including the capital amount, which will be sent to Schwartz in weekly amounts of \$60 to defray his traveling expenses.

Think of the double "kick" you'll get, as you follow reports of the tournaments, and realize that not only are you responsible for Bill representing St. Louis in them, but that the chances are that you'll get goodly dividends.

We think Bill Schwartz is a REAL GOLFER who can do much to make St. Louis famous in golfing circles, and win REAL PROMINENCE throughout the country.

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Bill led the National Open qualifiers for the St. Louis district this year, finished high enough at the Open so he won't have to qualify next year and won the 1933 Eastern Missouri PGA match play championship with an average of 71 4/10 strokes. Last winter he had a good record on the Coast.

Regardless of how the Schwartz tour comes out financially it is going to help the development of this sound golfer and get him acquainted with a lot of fine points of the game that he can teach to his stockholders and members when he gets back on the job next season.

## EXPERT SERVICE

Pro Club Sales Increased by  
Featuring Pro Ability  
to Fit Clubs

**H**AROLD SAMPSON, brainy pro at the Burlingame (Calif.) C. C., suggests to the boys that they make strenuous efforts to cash in on the PGA club-making clinic work and the tools developed for the pros by Jim Gallagher, the clinic's expert.

Says Sampson:

"Some years ago in *Fairway*, a golf player magazine now out of existence, I wrote an article on the great difference made in the games of the stars and poor players alike by providing properly fitted clubs. I cited some examples of players using clubs with hooks or slices built into them, with lies that were wrong for the player. I told of cases of clubs especially fitted to Mac Smith, John Black and Douglas Grant that had performed especially well for these men because the clubs were exactly suited to their games.

"Since the appearance of that article clubs have been tremendously improved by the manufacturers but there still are plenty of cases where excellently made clubs are improperly fitted. A club may be too upright for one player and too flat for another.

"Clubs have to be adjusted to almost every individual and it is utterly impossible for stores to do this work properly. Through the educational work of the PGA club-making clinic and with the PGA tools the pro can make the necessary simple but important adjustments. Then the player gets a club that is made well, backed by a famous and responsible manufacturer as well as by the pro, and which is exactly suited to the player instead of being something that merely looks classy in a show window but which falls far short of its possible value when it is out on a golf course.

"Pros who feature this service will boom their club sales."