

PICKED UP IN THE ROUGH

By HERB GRAFFIS

QUICK; OR ELSE—

ANY OF THE PROS who want to be sure that their members receive **GOLFING**, The National Player Magazine, absolutely **FREE** at their homes for the remaining issues of the season—June, July and August—must send in their lists promptly.

GOLFING is exceeding its circulation guarantees each issue of its publication so much that we must cut down on the number of copies allotted for pro shop distribution to members.

Under no circumstances are club lists we receive ever used for any purpose other than mailing **GOLFING**. Club officials and pros pronounced **GOLFING** the greatest magazine they have seen for member interest and advertising value in extending pro shop service.

GOLFING is published by the publishers of **GOLFDOM**.

A limited number of lists for home mailing can be accepted by reducing the few remaining pro shop distribution allotments to the minimum, so rush your list to Circulation Manager, **GOLFING**, 14 E. Jackson Blvd., Chicago.

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IT IS NICE of the Green Section not to comment in print on some of its investigations of golf course criticisms. There would be some red faces among the critics.

Not long ago a prominent player complained about bent greens, saying that they are merely "tolerated." Green Section check-up showed that this moaner's best American performances had been on bent greens. Its further investigation revealed that the player's latest big-time performance prior to his beef was concerned mostly with the rough. The Green Section found that there was some constructive criticism of the rough warranted; but about the rough the gentleman who moaned hadn't said a word.

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THIS LOOKS to be a year when good teaching assistants will be worth their weight in gold on the hoof to their employers and club members. The revival of activity in instruction is something that is causing the pros to marvel.

The master pros are beginning to have

their lesson services demanded to the point where they have to have some assistants who can teach in a way that the master pro will approve as giving his members excellent value for their money and build up his own reputation as an instruction authority.

If the fellows want to consider a conspicuous case of a successful and prosperous pro whose choice of assistants has helped make himself a star for service to his club members, let them think about Craig Wood. Craig with Paul Runyan and Dick Metz as two of the boys the blonde he-venus has as assistants now rates at top guy as a picker of playing aides-de-camp.

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IF THE DEPRESSION'S adversity had a sweet use it was to tighten up credit given to golf clubs.

The way some of the clubs got to unwary suppliers was shameful or pitiful, whichever way you want to look at it. Directors would authorize purchases in hope and then think nothing about paying, being content to let their successors worry.

Equipment and supply houses, hungry for business and in bitter competition, took long chances and were stung deep.

In the last few years the clubs have been more careful about committing themselves for purchases and the suppliers, of necessity, have been chary of extending credit.

Now with golf on the upgrade again, we wonder if clubs will revert to the old practice of having "we hope to pay, maybe" as one of the terms of the order?

But, after all, credit is under complete control of the seller, and the seller who hasn't learned to investigate thoroughly the past record of a club, is a sucker if he takes a blind long chance.

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ROEHAMPTON invitation match play tournament, England's first big pro season of the year, warranted several conclusions said the *New York Times* correspondent.

First; despite the Americans' example the British pros remain poor putters. Carelessness or incompetence within 6 feet of the cup was responsible for the downfall of Abe Mitchell, Henry Cotton and Arthur

Lacey. Lacey lost in the finals to Reginald Whitcombe, youngest of the three brothers, 7 and 5.

Second; Roehampton's invitation to a number of assistants revealed several as being on the borderline of championship class.

Third; Cotton, despite his disagreement with British pro authorities, still draws the biggest galleries.

Fourth; pro golf as a spectacle is more popular than ever before. More than 1,000 spectators at 5 shillings a head watched the matches.

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PROBABLY NO OTHER sport idea, other than spot news, handled in Associated Press service in the last two years was as generally used by the newspapers as George Jacobus' suggestion that pros "take a couple of hours off each week" and use this time in giving free instruction in golf fundamentals to children of school age.

George said the pros might give this instruction during school gymnasium periods or after school hours; whatever school authorities decided best.

The way the newspapers picked up this statement shows how much public interest there is in the subject.

The next move is up to energetic pros who have an eye for advertising themselves as prominent public-spirited sportsmen, and are willing to bestir themselves for their future business.

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NORTHVIEW CC of Salina, Kan., sent out at the start of the season one of the best form letters we've ever seen sent out by a smaller town club to get new members and to get the old ones to pay up.

The letter told about some of the winter work done on the course and outlined other work that would be done when a little more money was forthcoming.

There may be a few copies of this letter left that R. C. Preston, green-chairman of the club has, if you want to write him for this gem that stirred the Salina golfers into action.

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ALLEX MORRISON has a dollar edition of his "Better Golf" book issued as a "pocket-guide." The book isn't getting the advertising the first Morrison book got. That's too bad, for regardless of what some of the boys thought about certain of Alex's principles of instruction, the adver-

tising of his book did a lot to arouse renewed interest in golf instruction.

The advertising theme of pronouncing good golf simple and easy tipped off many professionals that the customers were anxious to play golf for fun and not for another thing to worry about.

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PUT THIS DOWN as another sign of a great season coming in golf: At John Wanamaker's Sportsmen's show held in the Philadelphia store, when Diegel and Sarazen appeared for their exhibitions and lectures the crowds were so large it was impossible to get any more people on the seventh floor of the Men's Store where the show was held.

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WHAT A CHANGE from the old days! Now some of the dealers are complaining pros are cutting under standard prices.

We can't hand the boys much for throwing away the dough represented by the price cuts. The dealers pretty generally proved price-cutting was the positive way to murder profits.

If the customer hasn't the dough for what he asks for first, sell him something good and at standard price, for the money he has.

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PLUM HOLLOW, in the Detroit district, was reported in March GOLFDOM as having 1934 dues of \$5 a month. The dope was wrong. Plum Hollow's dues per month for 1934 will be the same as for the last two years, \$10 a month.

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EARL RUBY, golf editor of the Courier-Journal, Louisville, is sponsoring a team-match between Kentucky's star pros and amateurs. Joe Dickson handed Earl the idea, which first was tried out when the Texas pros challenged and beat the Texas amateurs.

In several PGA sections they are going to give the idea a workout. It's a good stunt for newspaper promotion either as a free sporting event to build up golf interest or as a gate attraction.

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FOR THE EIGHTH straight year GOLFDOM will forecast that the best businessmen in the pro field will be pros' wives.

These women behind the scenes generally have a keen idea of the cash score of pro business and handle details that their

artistic husbands sometimes are inclined to slight. Some of the best business ideas I have seen in pro shops have been adaptations of ideas pro wives have picked up during their own shopping.

When a pro's wife helps in the book-keeping you can be about 100 per cent sure that fellow is taking the discounts.

I wonder why the manufacturers don't play up more to these girls behind the guys. The only time I recall having seen it done was when Eddie Conlin gave the wives of pros he met at a National Open some of the U. S. Rubber dainty aprons.

What reminded me of this again was talking to Mrs. Dave Cuthbert in Philadelphia over the telephone one night. What a girl! She said it was perfectly O. K. for Dave to call up an hour after dinner time and advise her he wasn't coming home.

"It will do you boys good to talk business," placidly remarked that rare person, Lady Cuthbert.

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ANOTHER TIP of more interest in golf instruction:

Denny Shute will have three assistants at Llanerch. Night lessons also will be given at the club's illuminated practice tees and field.

Shelters have been erected on the practice tees to protect players from sun or rain.

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LES BOLSTAD, prominent Minnesota amateur who turned pro to Westwood Hills (Twin City district) fee course, may provide a case that gripes some of the good pros who are out of jobs.

But the pros might as well get over their gripe because Bolstad has the job and the way he's going at it looks like he will make good.

The 25-year-old ex-amateur, first of all says he is proud to be a pro and that he knows he has plenty to learn before he considers himself a competent professional. A kid like that you have to welcome.

His job is not strictly a pro job. His duty is to develop and supervise play at the Westwood fee course, along the lines set forth by Tom Walsh as fee course pro advice in a recent issue of GOLFDOM.

The Bolstad boy seems to be a sound, smart young fellow determined to make a business success in golf by a broad, alert

and active policy. Publicity given his new connection has been a good thing for Westwood Hills.

There aren't two dozen youngsters of the Bolstad type as potential pros, in American amateur ranks, so it seems like the PGA attitude toward this desirable sort of material should be one that will make these possible newcomers love, honor and obey the profession to which they induct themselves.

Jack Mackie made a pertinent remark on this amateur-turning-pro situation one time when some of the pros were discussing it. Said Mackie: "Don't forget we all were amateurs one time ourselves and we all had to get a start."

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BRITONS ARE putting emphasis on the golf education of their youngsters. The Oxhey GC has a children's competition, open to sons and daughters of members of recognized golf clubs. Competition is 18 holes against bogey. Field is divided into four classes, as follows:

Class A (16, 17 and 18 years) play on the long course and receive a stroke a hole; Class B (13, 14 and 15 years) play on the short course and receive a stroke a hole; Class C (10, 11 and 12 years) play on the short course and receive the equivalent of 1½ strokes a hole, taking one stroke on 9 of the holes and 2 strokes on the other 9; Class D (9 years and under) play on the short course and receive 2 strokes a hole.

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THE UNITED STATES still has no national boy or girl championships. There must be attention given to this deficiency. The good of the game requires boy and girl championships on the order of those in England, although the vastly larger territory of the United States is bound to make the juvenile championships a problem.

It is very much to the interest of the professionals to encourage boy and girl championships. The field at the Women's Western Junior championship this year was larger and faster than usual because the pros were asked to encourage the entrance of their proteges.

The victory of young Lucas in the British Boy's championship reflected credit on Henry Cotton, the lad's golf adviser. Credit being publicly given to Cotton is going to make money for him.