

PGA Tournament Bureau Advances Players' Interest

By HERB GRAFFIS

THE PGA can check up to its service of member and non-member pros and the golfing public the 1933-34 winter tournament season as one of the association's masterly jobs.

It's not running wild to credit the winter circuit events and their attendant publicity with having had a lot to do in getting a lively revival of golf started.

There were 28 events on the circuit which started with the Capital City Open at Washington, D. C., and ended with the Virginia Beach Open. Prize money amounted to \$74,300. Newspaper publicity nationally was far in excess of that of any previous year—even during the pre-depression period. The boys performed as competent businessmen and sportsmen of their word, despite the financial perils that

the circuit has for young gentlemen who are traveling light in hope of fame, fortune and a post-graduate degree in playing and instruction technique. Only in one instance, that at Atlanta, did the impresario of the PGA tournament circuit, Bob Harlow, have to be barbecued by the hot speech of the men who sponsored the tournament. More than a dozen players who had promised to appear at the initial Atlanta tournament failed to show, and what the folks said about the run-outs did not omit words prohibited by the proposed tournament players' code.

Prize Money Division Studied

There were cases in which the prize money was not equitably distributed. Changes were made when possible after

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Harlow had gone to bat for the troupers, and in other cases the tournament promoters promised a satisfactory revision next year. In working out next season's winter schedule Harlow will ask the tournament sponsors to adopt prize distribution schedules along lines players approved in conferences held late the last season.

Pro-amateur events, other than one round purse affairs of more or less a social nature and held between principal tournaments, are not to have a place on next season's schedule.

A minimum of \$2,500 for a 72-hole tournament probably will be adopted for next season, and a standard minimum scale set for one and two-day tournaments.

Harlow again sweat with the problem of getting special hotel rates for the players but usually was whipped by the hotels contributing to the tournament guarantees and for that reason, local committees hesitated to name any one hotel official headquarters. Without this designation a hotel won't go for a group rate because it is not assured of enough players as guests. Many of the fellows who were operating on restricted capital stayed at the tourist homes where conditions generally were good and the rates low.

Judging from the winter tournament record of presenting in title debuts young men who keep hot later in the season, Henry Picard, Ky Laffoon and Ralph Stonehouse lead this year's graduating class.

The Augusta National event, of course, was the publicity high spot of the season. The club did slightly better than break even on the initial venture and intends to make it an annual event. Harlow entered into correspondence with Bob Jones right after the Masters' tournament was announced and secured invitations for some of the young men of the winter circuit who might have been overlooked otherwise. The pros regard Bob's performance in his tournament as amazingly good in view of his long absence from competitive golf and the burden he carried in playing host to a very pleasant event.

Winter Publicity a Record

Probably the most generally profitable phase of the winter tournament circuit Harlow engineered this year was the publicity references to the instruction post-graduate school aspect of the tournaments. This already seems to have registered in giving the winter tournament boys a swift

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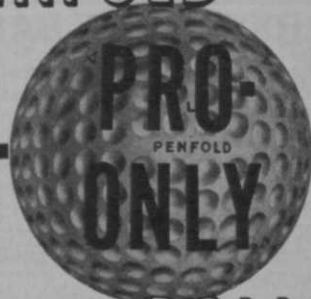
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start on big lesson business in 1934. Estimates of newspaper lineage devoted to the winter circuit this year place the total at almost twice the space of any preceding year.

20 Win More Than \$1,000

Pros who won \$1,000 or more during the winter circuit, as scored by the PGA records:

Runyan	\$7,116
H. Smith	5,306
Macfarlane	3,516
Cox	3,196
Shute	2,754
Revolta	2,660
Wood	2,549
M. Smith	2,468
Mehlhorn	2,023
Laffoon	1,984
Hunter	1,914
Cooper	1,880
Creavy	1,724
Picard	1,470
Armour	1,393
O. Dutra	1,259
M. Dutra	1,141
Watrous	1,135
Thompson	1,119
Al Espinosa	1,095

There were 18 of the boys who won between \$897, which was Jimmy Hines' take for the season, and \$350 which figure both John Golden and Willie Dow took in.

It begins to look like the next winter circuit will have a series of Open tournaments in the Northwest with Seattle, Portland, Tacoma and Vancouver already planning and other cities in prospect.

Plan Australian Trip

Harlow is working with Australian golf authorities on a trip of a 6-man American pro team to the Southern Cross domain. Several big-money Open events are planned in addition to the Australian Open. Present plans call for the selection of a team after the PGA championship at Buffalo, July 24-29. Bob also is trying to arrange exhibition matches in all ports of call en route from San Francisco to Melbourne. The team would leave S. F. October 16 and arrive in Melbourne November 9. It would leave on the return trip not later than December 8. Just how this tour can be worked in while the earlier U. S. tournament sponsors are kept satisfied is something Harlow is struggling with now. One thing that makes this problem easier is the big draw of tournaments in which the older big names were absent this year. People are paying money to see the hot-

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shot youngsters and talk about how they pick young Soandso to go far. The start of Horton Smith, Paul Runyan, Craig Wood and Denny Shute in the winter tournaments has had much to do with building up this angle of gate draw. The customers like to brag they "knew them when."

Harlow's problems of the immediate present are concerned with helping to make the PGA championship at Buffalo a big financial success. He is drawing on his experience with the PGA championship at Providence, previous high of PGA championship money-makers, in working with the Buffalo committee. He had worked up prospects of a number of Open events this summer but has temporarily laid them aside because of the uncertainty of getting fields. Present Open fixtures during the summer (St. Paul, Glen Falls, Lincoln, and Hershey) probably will continue though there has been some howls at St. Paul from citizens who figure their money had best go for ransom or bullet-proof lingerie.

Busy Summer for Harlow

Summer will be a busy time for Harlow on the PGA job for, in addition to the work that must be done in arranging the winter schedule, he has to get the 1935 Ryder Cup matches set and financed. He has secured several preliminary bids from cities keenly interested in holding the international pro matches.

All of the tournament pros have been mailed a questionnaire by Harlow, asking for information that will enable the PGA Tournament Bureau to function most effectively. Any professional interested in tournament golf is asked to immediately supply the information requested by the questionnaire, which follows:

INFORMATION WANTED BY THE TOURNAMENT BUREAU OF THE PGA

(It is essential that the Tournament Manager have as much information concerning these questions as it is possible to obtain at this time. Please answer as many of the questions as possible and return or mail to Robert E. Harlow, 1760 First Avenue North, St. Petersburg, Florida.)

1. Are you a P. G. A. member?
2. Do you intend to be a P. G. A. member in 1934?
3. Negotiations are under way for a fall tournament circuit which would start in Kansas City about the middle of October and move westward with events in Denver, Salt Lake City, Spokane, Seattle, Portland, Vancouver and Tacoma and possibly other cities. This tour would link up with the California events which would follow it. Would you make this tour?
4. The P. G. A. Championship will be played in Buffalo, New York, July 24 to 29. Will you play in this Championship?
5. The Western Open will be played at the Country Club of Peoria, Ill., June 15-16-17. Will you play in this Championship?
6. Columbus, Ohio; Waterloo, Iowa; Lincoln, Nebraska, and St. Paul, Minn., are all considering holding open golf tournaments during the coming summer. If these events were played in August would you participate?
7. Do you plan to play in California next winter?
8. Do you plan to play in Texas next winter?
9. Do you plan to play in the South-eastern tournaments next year?
10. In the event of a conflict in dates between a fall tournament in Miami and a Northwestern circuit of at least ten open events being impossible to avoid, would you play in Miami or in the Northwest?
11. Do you know of any cities which might sponsor an open golf tournament?

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If so please put down the names of the proper persons for the Tournament Bureau to contact.

Remarks: Please write here any criticism, suggestions, etc., you have in connection with open tournament golf.

Illinois PGA to Rescue of Midwest Turf Garden

ILLINOIS PGA has authorized contribution of \$500 to the fund for the preservation of the Midwest Turf Garden of the USGA Green Section, thus making it certain that present highly important experiments at the garden will be carried through the year.

The Illinois pros were enthusiastic and unanimous in their action, endorsing the Midwest garden and the Green Section activities in general as invaluable services to American golf. The pro financial support matches that of the Chicago District Golf Assn. Pro opinion voiced by Alex Cunningham, veteran pro-supt. of the North Shore GC and echoed by his fellow members was that Green Section work made courses more pleasant for members, helped to reduce maintenance expense and uncertainty, and thus was right in line with pro service policies.

President James Wilson of the Illinois PGA, in introducing the subject, said: "Here is where we can show our clubs, the USGA and the Chicago District Golf Assn. that whatever money the pros can get is money we are willing to have spent wisely for increasing our members' enjoyment of the game."

The Illinois PGA action has not lessened efforts to secure financial support necessary for the full program of service and research that the USGA Green Section has outlined for the Midwest station providing adequate funds are forthcoming.

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