

"MORE GOLFERS!" PROS URGE

SHARP realization that their big problem is the promotion of golf's growth has hit most of the pros. Now what to do about it is the subject being studied by the fellows who intend to stay in pro golf and make a living out of it.

Last season gave the boys something to think about. Weather was bad. In New York 101 degrees on June 29 set a new record for the month. July with 11 days during which the temperature was above 90, was the hottest July since 1911. Elsewhere in the east, central states and west, heat, drought and dust storms murdered play. It speaks volumes for pro business ability that the boys, generally speaking, did pretty well with shop sales despite this weather handicap.

Cost of playing golf now is down to the point where almost anyone who wants to play can do so without undue financial strain. Daily fee and muni courses are operating at rates that are plenty low, and the fellow who wants to join a private club has layouts available that have retained their high standards of membership but have cut down on initiation fees and dues. Furthermore the cost of a private club membership is not an item that can be slugged exclusively on the male pages of the family budget; nowadays wives and children are heavy patrons of course and clubhouse facilities.

Clubs have the pros to thank for this broadening of the membership appeal to include women and children, and in view of this life-saving part played by the women brought into the game by the pros during the depression years, it is no wonder that every pro worthy of his job is trying to extend his club's field and his own market by some planned and active

effort along the same lines that built up women's golf.

Wise pros are looking toward the school-age youngsters as the targets for a big extension of the game. A lot of work already has been done by earnest and bright professionals in this direction but the work has not been organized. Fellows who have gone at it on a hit or miss basis have done well enough to indicate that when all the pros go in mass formation after this kid field, golf will boom.

A Chance to Double Golf Play

Census figures show around 4,500,000 kids between the ages of 14 and 20 attending school in urban communities. You can't figure out by any manner that in 1934 there were more than 1,250,000 active golfers. Therefore what smacks the pros and the golf manufacturers right in the eye is a chance to more than double the number of players very quickly with some intelligent and focussed effort. Admittedly the kids haven't much dough now, but they have enough though to play on municipal or daily-fee courses by the millions. The cost of golf at many of these places can be brought down below the cost of the movies and the kids always seem to be able to get money for the pictures. Thousands of youngsters whose parents belong to private clubs—or might if home pressure were applied—are receiving no missionary work on the part of golf. That is something that wise, foresighted professionals intend to care for this year.

Trade-In Clubs to Kids

National PGA officials are considering a campaign to bring golf to the school kids. President Jacobus, Treasurer Mackie, and

the association's publicity committee headed by Elmer Biggs are sweating with details of getting golf instruction into the schools and supplying the kids with clubs. The matter of getting clubs into the kids' hands is something that has engaged the expert and successful attention of a number of pros who have been giving group class lessons at schools. They found that the youngsters are anxious to play but can't afford much money for clubs. So the pros worked out trade-in allowances on clubs sold to their members and gave their schoolkid pupils these used clubs at low prices.

Formerly many youngsters were brought into golf through clubs given them as caddies, but the bag-toting business was slack during the depression, so this section of the field for new golfers dwindled. To make up for that, the pros regard their problem as one of taking golf to the kids who don't come to golf as they did when caddie money was easily available.

Just how the PGA and the manufacturers may be able to work out this idea of a national plan for taking in old clubs as partial payment on new sets and selling the trade-ins to school kids at nominal prices is something that right now is vague. There may be some backfire of retail price disturbance on new clubs that should be guarded against, or other angles that must be fully considered in advance. The PGA national officials will be grateful to the members for suggestions concerning the work of market development among the youngsters. George Jacobus is at his winter job at the Bobby Jones GC, Sarasota, Fla., so you can write him there with the assurance that he and the organization's other officials will give every consideration to the plan they hope to be able to submit to the manufacturers for a co-op deal on these trade-ins for redistribution to youngsters.

Baseball Has Tough Year

Pros who have been reading the sport pages lately must have been impressed with the sad plight of professional baseball as revealed by the ball club owners. Only two clubs in the National league made money in 1934, the New York Giants and the St. Louis Cardinals, the latter club happily interrupting its long streak of years in the red by a red-fire finish with the Deans slinging baseballs and bushwah, all of which resulted in a nice flow of world series money. Salary cuts of ball players this year are painful. The baseball players are not in position to go

out and make their market like the pros; that's an angle that ought to stir many pros into action.

Jimmy Powers, sports editor of the New York *Daily News*, points out to his readers, who make up the biggest daily newspaper circulation in America, that the rounds of golf played on the public courses in the New York area are far, far in excess of attendance at Giant, Yankee and Brooklyn Dodger baseball games. This indicates, of course, that golf has weathered the depression storm in better shape than baseball, or any other sport. The one possible exception is pro football, which was made by college stars going into the pros game because they couldn't get other jobs. In itself that's an exhibit of the value of having the nursery for a sport.

The Sort of Work Pros Like

There is another phase of this market development necessity that is making the pros think. One hears the query, "Why does our club need a pro?" The most important part of the answer is—to make golfers. Thoughtful professionals appreciate that in the business of golf it is not often possible to be content with simply serving players after they have become golfers the job is to make golfers. When golf club officials and manufacturers are reminded by a strong pro campaign that there wouldn't be many golf clubs or much golf business were it not for a pro-made sport, the position and earning power of the pros will be vastly bettered. The contemplated campaign on school children affords such a brilliant, inviting opportunity for demonstrating pro value in extension of the game that the pro who does not take an active part in the kids' work is either numb or dumb. There are not many of the numb or dumb class in pro golf, and the sooner the law of the survival of the fittest eases them out, the better off they and the profession will be.

Pros as a class are very soft guys. They will go to a lot of trouble to help people, they are generous to a fault, and they have plenty more of the rather sentimental aspects of character that after all makes the world an acceptable place in which to live. Consequently the prospect of helping kids to get started in a game they will enjoy all their lives is something that appeals to pro character. It is a factor that can be counted on to push across the kid campaign. How this is needed by the youngsters is made apparent by Walter T. Diack, general secretary of the YMCA in New York City. Says Diack: "A feeling

of not being wanted made 1934 the worst year in the nation's history for young people." Well, the pros want the kids and the next step is for the pros to go to the kids and let them know that they are wanted as the pros' comrades in the game.

It is a certainty that each PGA section's plans for 1935 will call for more energetic attention to the youngsters than ever before. It seems to be one of the points at which every member will co-operate. In the Illinois section, for instance, President Horton Smith and Secretary Tom Walsh, have outlined a vigorous campaign for taking golf to the youngsters. Stars like Armour, Cooper, Smith, Bob Macdonald, Laffoon, Tom Walsh and many others among the section's nationally and locally

known pros have agreed to give high school and college students golf lessons for nothing. It's a sure thing that this free deal as a starter is going to arouse golf interest and bring many keen enthusiasts into the game.

The policy is one that deserves the heartiest approval of club officials, of the USGA and Western GA executives, of the sectional golf associations of men and women and of every manufacturer in the golf field. Any section of the PGA that has not already begun to plan something along this line, or any professional whose individual plans for the year have not included promotion of youngsters interest in the game, should need only a reminder to get their work in this direction started.

MANAGERS TO MEET

Annual Convention Will Gather in Cincinnati on March 4th

HOTEL Netherland Plaza, Cincinnati, will be the scene of the ninth annual convention of the Club Managers Assn. of America on March 4-7. Business meeting will be held in the hotel's Hall of Mirrors, and there will be an educational exhibit and display in the north and south exhibit halls. Henry J. Foerster of the Columbus Athletic club, who is general chairman of the convention, reports that the convention program is completely worked out and that there will be something doing all the time for those managers who attend. Exhibit space is going fast and the show is expected to be one of the finest all-around displays of all to date.

The convention program:

March 4: 1:00—Board of Directors Luncheon. 2:00—Board Meeting. 10:00—Reception for National President and Officers. Supper and Dancing, Restaurant Continental, Netherland Plaza.

March 5: 9:00—Registration and Inspection of Exhibits. 1:00—Convention called to order by F. H. Crawford. 1:15—Address of Welcome by Mayor Russell Wilson. 1:45—Address by W. F. Homiller, President, Club Managers Association of America. Roll Call of Officers. Appointments. Reports of National Officers and Committees. Introduction of men in charge of exhibits and booths. 8:00—Entertainment at Friars Club. 11:00—Supper and

Dancing at Pavilion Caprice, Netherland Plaza.

March 6: 8:00—Trip to Seagrams at Lawrenceburg, Ind. 1:30—Separate Conference of City and Country Club Managers. 3:00—Combined Conference of City and Country Club Managers. 4:00—Business meeting.

March 7: 1:00—Reading of Communications, Discussion for good of the Association. Discussion of Amendments of by-laws. Nomination and election of National Officers. Installation of National Officers. Reports of Committees. Selection of City for 1936 Convention. 7:00—Ninth Annual Banquet, Hall of Mirrors, Hotel Netherland Plaza.

A recent appeal for large attendance by the managers was recently issued by J. Fred Smith, national secretary of the association and manager of the University club of Columbus. "You managers," he says, "owe it to yourselves and to your clubs to come to the meeting. You will get the opinions of men chosen as speakers who are experts in their lines. You will get a new viewpoint, will lose that staleness which comes from too close attention to the job necessitated by conditions this past year. You will go back to your clubs with new ideas and with new zest for tackling 1935."