

HARLOW DEFENDS CIRCUIT

A SPIRITED defense of the tournament schedule as an educational and interest-building factor for both pros and public is made by Robert E. Harlow. PGA tournament bureau manager in recent releases.

Harlow's statements explain the function, performance and problems of the tournament operations. One of his statements refuting the notion that the winter tournament circuit is an unreasonably long-odds proposition against the individual pro, appears in full in the PGA magazine for May. The other statement is made to club and ball manufacturers as a plea for an all-star team of pros engaged in propoganda play.

The PGA tournament bureau head, undeniably the leading authority on tournament golf, also reports a total of \$87,674 in prize money played for from Nov. 12 at the Mid-south pro-pro to April 14 at the Wildwood (N. J.) Open. Horton Smith was head man in the prize list with \$7,048.

Other leading winners were:

Picard	\$5,310
Cooper	3,939
Hines	3,611
Hunter	3,353
Revolta	3,309
Mangrum	3,246
Laffoon	3,043
Sarazen	2,761
Runyan	2,308
Ghezzi	2,237
Walsh	2,129
Cruikshank	2,000
White	1,507

Schooling and Build-up

Are Tournament Pro Benefits

In explaining the tournament circuit situation to players Harlow says:

It should first of all be understood that open tournament golf is a highly competitive business in which only a handful can make a success. It is, however, no more logical to advise all young and ambitious professional golfers not to try open tournament golf, than it would be to advise young men not to enter medical college because only a few will ever become great physicians and many will flunk out. Such a policy is a defeatist policy. You agree you are whipped before you start.

Nothing is more highly competitive than open tournament golf. Yet nothing is more fair, for it provides real equality of opportunity. No political pull, social

prestige or any of the various influences brought into service by young men in an effort to establish themselves in other professions, can be of any use in competitive golf, where a man is on his own and the scoreboard tells the story. Nor is it possible to unionize tournament players so that conditions can be made satisfactory to all. Expert golf playing is an art, not a trade, and the union idea will not work out.

There is no reason why any young and ambitious player should not try his hand at competitive golf. If he has the normal amount of intelligence he will discover very soon if he is adapted to become a tournament golfer and if he is not, the experience will have done him no harm for he will have obtained some education which will serve him in the other fields of professional golf.

Cites Cases of Prize Money Not Being All

It would be unfair to suggest that the only benefits Johnny Revolta, Horton Smith, Paul Runyan, Craig Wood, Walter Hagen, Tommy Armour, Ky Laffoon and a number of other successful tournament players have obtained out of open competition has been the prize money they have won over and above the expense money they had to spend to win this money.

To be specific: Horton Smith, a Springfield, Missouri boy, made good as a tournament golfer and moved from his home town to another field and then to Oak Park, and recently into an executive position on the staff of a manufacturer. Tournament golf provided the means by which Smith was able to win for himself a very fine spot in the golf business. Suppose someone had advised Smith that he could not make any money out of following the winter circuit and should stay at home.

Take Johnny Revolta. His present position in golf was largely won through his ability as a tournament golfer, but the profits which he has already obtained, and will in the future obtain, are hardly marked by the net profit he can show on tournament play. I would set this down as a small item compared with other benefits which may be lasting. Johnny played himself into the staff of a manufacturer and into the job as professional at the Evanston Country Club. The latter, if he does a good job, may mean a lifetime connection.

Craig Wood, now an executive for a manufacturer, would certainly agree that the benefits which have come to him be-

cause of his success as a tournament player could not be properly measured by two stacks of poker chips, one showing what he expended and the other what he has won in open competition.

At the meeting of tournament players held in Miami last fall I made the comment that while the main purpose behind open tournament golf was to stimulate interest in golf and help to keep it in the papers, there were only three classes of players who should follow the circuits. These are the experts who can make money at it; those who are independent and have the means to take the trips as a vacation and for the love of the competition regardless of how they finish, and those young players who are entitled to an opportunity to attend the University of Golf and strive therein to win honors.

Tournament Publicity

Warm Up Winter Golf Interest

In his remarks to manufacturers, Harlow begins by giving them a report on winter golf tournament news, run by the St. Petersburg (Fla.) Times. He says:

The records show that from March 14th to April 12th the St. Petersburg Times used 330 in. of Associated Press golf copy, or an average of eleven in. per day, which is approximately one-half column on golf. It used during this period seven, seven column streamer or banner headlines and one of five columns. In this count I did not add the Lawson Little story (turning professional) as this was a special event and could not be credited to space obtained because of open competition. It is also interesting to note that during this 30 day period, that on 27 out of the 30 days covered, there was an A. P. golf item used.

From April 13 to April 22, a 10 day period, the tournament season being completed, eight in. of Associated Press golf appeared in the St. Petersburg Times, or less than one inch per day.

On eight of those ten days, national golf was out entirely, the two days it did appear being coverage on Johnny Goodman playing in an amateur tournament at White Sulphur.

This seems to me to be a very significant report. An investigation of Associated Press papers from coast to coast, covering the same period of time would bring out similar results in some 3000 papers. It can thus be realized the amount of newspaper space which is going to other sports when there is no golf of national importance for the A. P. or other national wire services to handle.

Moreover, just at the time when the golf season should be opening up in the largest centers of population in the United States, a period when most advertisers would double their effort, we practically drop out entirely from the sports pages

because we have nothing in the way of live news to give the press.

And this is caused because golf is not able to hold out ten or a dozen leading players who could be used for open tournament play, because these men, or practically all, have to get back to jobs as club professionals. Thus, because we cannot furnish ten or a dozen men, the sport of golf as a national item drops out of the newspapers of America, or the space obtained by national items becomes reduced from a half-column a day to one inch a day.

In the golf industry we have a tested, reliable, sure-fire item of national value—competition in which well known players are contesting for cash—and just when the golf season is about to start we fail to make use of this item because we let practically all of the boys rush back to open up clubs. Surely ten or a dozen of them should be held back for national publicity purposes.

When entertainments or sports fixtures do meet with success there is a reason. It is because the promoter is giving the customers something worthwhile, such as Dempsey vs. Tunney; Notre Dame vs. Ohio State.

Golf is a success when Bob Jones is trying for his fourth consecutive major title in one year. But even then it should be remembered that golf, with Jones playing in the third most populated center in America, over six consecutive days of good weather and in the last of the "grand slam" tests, drew \$55,000, which is tops for golf, but does not approach the million dollar gate of prize ring fame.

Here's One

Line-Up of Troupe

Give golf the following troupe: Bob Jones, Lawson Little, Gene Sarazen, Walter Hagen, Tommy Armour, Horton Smith, Johnny Revolta, Jimmy Thomson, Henry Picard, Harry Cooper and a few others of the leading Americans and add Henry Cotton, Percy Allis from Europe, Torchy Toda and Tommy Miyamoto from Japan, Jose Jurado and Marcus Churio from the Argentine, Sid Brews from South Africa. With these players there would be interest enough.

There has been created sufficient interest in open tournament golf, because of the persistence of our winter and summer programs in this country, that the British have announced by far the most ambitious schedule of professional tournaments ever held in that country for this summer. And the Tournament Bureau of the American players is holding offers from Seattle, Portland, and Vancouver for \$5,000 opens this summer, with Salt Lake, Denver and other cities willing to join a tour, if a sufficient number of leading

players can be promised the sponsors. And this is impossible because the boys have club jobs, bar a few exceptions.

Up to this writing, the tournament manager has been obliged to advise northwestern sponsors that only a handful of name players can make the tour, and it is likely to be called off because golf is unable to put a team on the field.

Other promotion stunts may mean more in developing players, but open tournament golf, up to this moment, is the outstanding medium of obtaining free advertising and publicity for golf by keeping this sport in the sporting pages of the American newspapers. It is my opinion that it will remain the principal factor for some years.

One manufacturer brought out the point that the players who would benefit most by a long program of tournaments with substantial prize money should band together and work out this problem. There is some truth in this, but the fact is the players do not possess either the money, imagination or inclination to organize such a team. They have no particular interest in developing a team which would mean bigger and better promotion for golf, for they do not view the game in anything but a very personal manner. Their only interest would be that they would be happy that purses were larger, but they would not be willing to sacrifice their jobs as club professionals on the

prospect of bringing this about, and then winning their share of the money.

The only way a team can be successfully employed will be to put the members under contract to play, just as baseball players do. Under such a condition, and if the team was really representative of American golf, with a touch of international stars as well, great forward strides could be made in the winter and summer tournament schedules, in the publicity value of each event, and in the gallery interest. As it is now, promotions proposed for many places will have to be called off entirely, and others will not reach anything like the success they could obtain under proper conditions.

STANLEY DAVIES, pro at the Omaha (Neb.) Field club, whose golf broadcasts are definitely among the liveliest sports comment you can hear anywhere, appears in a new publicity role.

The Nebraska Power Co. busts out with a big ad in Omaha newspapers in which Stanley is pictured addressing a wood shot and being quoted: "I'd rather give up my golf than take electric service away from my wife."

Photographs of Mrs. Davies in her home and studio also are shown. She is a well known portrait painter.

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