

Williston (N. D.) G&CC permits high school students to play without charge on Wednesdays from 1 to 6 p. m. By thus encouraging young golfers to play, and maintaining their interest in golf, the club is developing a source of future members. Clubs in other communities would do well to follow Williston's example; pick out the week-day afternoon of least course traffic and open the gates to the local teen-age golfers.

eral costly sets of clubs during the last week of the season. He can make propositions to members he knows are going on winter trips, and the sales almost make themselves.

"Part of the failure of pros to keep at the merchandising part of their jobs all through the season can be laid at the doors of manufacturers who discontinue their own aggressive advertising and merchandising just at the time when it's most needed to remind and inspire pros to keep on the job getting the stuff sold to the ultimate user. They, as well as the less experienced pros, seem to lose sight of the fact that almost anyone can sell golf clubs and bags when the season is in its earliest stages and everyone is full of hope and enthusiasm, but it takes a smart worker to get the cream after the market has been milked.

"Every newspaper advertisement on golf clubs that a store runs during July and August—and there are plenty of these ads—should snap the pro out of the dopey old notion that there's no use trying to sell clubs after mid-season. The mere fact that so many members have enough desire for clubs to buy them after June, without selling effort on the part of the pro, is an indication of what business might be done if the pro would go after the business."

What Glynn thinks about the club selling possibilities during the latter part of the season is strongly endorsed by the remarks of other pros who stand at the top of their profession as businessmen.

The pro has a tough enough job trying to make a living in a six or seven month season, but if he lets this comparatively

brief period dwindle to about 3½ months of real selling, he doesn't have to look far for an explanation of his worries about how to live during the winter unless he uses some of the money that he'd like to be able to pay on his accounts.

This evil of giving up and coasting while some logically good months for golf merchandise retailing remain is one of the serious problems of the business, and one that requires for its solution the leadership by example of foresighted manufacturers as well as the resourceful, energetic effort of pros who are qualified to make a good living income out of their selling activities in the game.

Proper Publicity Will Sell Memberships All Year Around

IT'S seldom too late in the season to get new members into a golf club, testifies O. D. Quay, pro-mgr. of the Galion, O., CC. Until August that club has applications for membership, and part of the reason is publicity. Quay attends to providing the local newspapers with so much news of what's going on at the club, and so many names of members participating in the activities, that the newspapers are bound to print a good amount of it.

The Galion club, like many of the golf clubs in towns of Galion's size, began its lively revival in 1937, under the presidency of A. E. Evans. A membership campaign was conducted during the winter with the old standby members as the solicitors. The campaign was not a sweep-up proposition but took the policy of asking only Galion's most active citizens to join. A strong point was made of the fact that an invitation to join the club was a mark of distinction not to be lightly regarded. After the leading business and social citizens signed up, the others who could afford the club and who had other proper qualifications became eager to join.

Quay saw to it that the club had a

Clarence R. Bell was indicted by a federal grand jury in 1933 charged on three counts with violation of the National Bank Act for having embezzled a sum of money. A warrant was issued for his arrest at that time. His description follows: Age, 37; height, 5 ft. 7 in.; weight, 165 lbs.; stocky build; hair light; eyes grey. His eyelids droop slightly and he is fond of all sports. Golf appears to be the fugitive's chief recreation and for that reason may be a mem-



ber at some club, or a frequenter of fee or public courses.

If you are in possession of any information concerning this man please telephone or telegraph collect or communicate with the nearest division of the Federal Bureau of Investigation.

J. Edgar Hoover, Dir. Federal Bureau of Investigation, U. S. Dept. of Justice, Washington, D. C. Tel.: National 7117.

bright and busy campaign of competitive events that would supply plenty of news, and when that news started appearing in Galion newspapers, others came out eager to join and share in the excitement.

New Jersey Golf League Most Popular With B-Class Golfers

WE'VE heard a lot about how players get hot and turn in low rounds when they're not in competition and the pressure isn't on, but here is a case where high handicap golfers have been scoring much better in competitive play than when little or nothing depends upon the outcome of the round. All this is taking place in the Orange Mountain Golf League in the Newark, N. J. district where both A and B divisions take part in team competition.

The A league has been a success from the start, doing much to promote good fellowship and golf interest in the community, but it wasn't until this year that the B league really came into its own—and now it's the place where most of the fun is to be had. Open only to players with handicaps of not less than 12, the team idea has gone over big this year with the high handicap players at the six clubs in the district taking part in the league; and observers point out that the brand of golf being played this season by those in the 'bush' league is uniformly better than their games in any previous year.

Ben Leonard, who directs the Montclair squad, winner of last year's class B race, says the following of the league: "Our B matches are the real thing. Men who never played in competition before get a big kick out of it. It increases their interest and improves their play. We have one man who never had been below 90 and playing in the team matches he shot an 81 at Essex County.

"At first we had trouble getting eight players for the team, but it is different today. We always have a complete team ready and on occasions we have had a waiting list."

Essex County, Essex Fells, Rock Spring, Glen Ridge, Montclair and Upper Montclair make up the league and each has two eight-men teams in the competition. When the A team plays at home the B team plays away, and vice versa. Play is run off in foursomes, with two singles matches and a fourball match.

TOURNAMENT CALENDAR

JULY

- 6-8—British Open Championship, Sandwich
- 10-16—National PGA Championship, Shawnee CC, Shawnee-on-Delaware, Pa.
- 12-17—Western Amateur, South Bend (Ind.) CC
- 22-24—Chicago \$5,000 Open, Olympia Fields CC
- 28-31—St. Paul (Minn.) \$7,500 Open

AUGUST

- 1-5—Left-Handed Golfers Tournament, Westchester-Biltmore CC, Rye, N. Y.
- 11-14—Cleveland \$10,000 Open, Oakwood CC
- 12—Entries Close, National Amateur
- 18-20—Canadian Open, Toronto
- 22-27—Women's Western Closed Championship, Olympia Fields (Ill.) CC
- 22-27—National Public Links, Highland Park, Cleveland
- 26-28—Lake Placid (N. Y.) \$3,000 Open

SEPTEMBER

- 1-4—Hershey Invitation, Hershey (Pa.) CC
- 7-8—Curtis Cup Matches, Essex County CC, Manchester, Mass.
- 9-11—Glens Falls Open, Glens Falls (N. Y.) CC
- 12-17—National Amateur, Oakmont CC, Pittsburgh
- 19-24—Women's National, Westmoreland CC, Chicago, Ill.
- Late September—Belmont International Open, Belmont (Mass.) CC

Adjust Losses With Cash—Pros at clubs where USGA and Western GA Opens are held get a break that's denied pros at most other clubs where tournaments are conducted. Both the USGA and the WGA give the club pro a check to help the pro offset the loss of shop and lesson income he suffers during tournament time, which usually is at the height of the season. Pros never have beefed about this slump in their earnings, taking the rap as part of the glory of being hosts to tournaments, but the grocery-man won't fill that basket for glory.

When the two associations learned how the home pro was getting a trimming, but were uncomplaining, they promptly acted to adjust with cash.

The practice has not been followed by the PGA to date, because of an oversight, but probably will be put into effect with this year's PGA championship.