

# PAPER'S ACE EVENT GROWS YEARLY

**T**HE New York World-Telegram's sixth Hole-in-One contest last fall drew a field of 1,000 and resulted in two aces. The event was originated by the World-Telegram and now is being used successfully by newspapers in other cities. Larry Robinson, World-Telegram golf editor, outlines the event in which entries are restricted to players who previously have scored aces:

In 1932, the first year of play, 217 players teed off at the Salisbury CC. After four years of play at that course, with a constantly augmented record of entries and players each year, the World-Telegram found it expedient to move the tournament into all three golfing divisions of the New York metropolitan area. The move proved highly popular and attracted 645 starters.

An interesting statistical point was registered in that from 1932 through 1936, a total of 2,126 golfers had teed off in World-Telegram play, hitting 10,630 shots, and only one ace was registered, by Jack Hagen, a veteran professional golfer, in 1933. But within 24 hours, and in 662 actual shots, two aces were recorded by 1937 competitors.

## All Details of Event Carefully Planned

The tournament is conducted by an efficient system of scoring, the chief factor of which is a "birdie" circle drawn in ten-foot radius about the cup. All shots within this area are tape-measured and recorded. Shots which stay on the green are also recorded and carried in a tabular summary daily during play.

A card-index system is kept of each year's play, in which every shot is tabulated and a tournament record through the years maintained.

The index is also handy in pre-tournament promotion, each contestant of the previous year being mailed an announcement of the dates set for that year's play, plus a special entry blank in colors. Previous entries are not required to reaffirm their ace.

Preliminary build-up to attract entrants is started approximately three weeks before play starts, with daily stories written by Robinson. Joe Williams, sports columnist, also devotes attention

to the event, and acts as tournament director.

During the build-up, a daily entry blank is carried for entries to fill out and mail. No post entries are accepted, and all players must be registered before a definite closing time, usually set about four days before play starts. For the two days prior to competition, entries and starting times of all contestants are carried.

Players are requested to pick starting hours, from 9-10, 10-11, etc., and report to Clifford Bennett, World-Telegram circulation official, at the hour designated. He then is given an exact starting time.

A special orange card, certifying that the holder is a recognized hole-in-one, is mailed each registrant on acceptance of his entry.

Prizes of full sets of golf clubs, woods and irons, are offered in each section.

The general practice of papers in areas where there are fewer golfers than in New York is to open the lists to everyone, not restricting it to those who have previously made aces.

A feature of the ace competition is the equality on which famous stars and ordinary dubs meet. Data indicates that there is no great premium on skill, thus avoiding the greatest competitive fault of golf, a handicap system which seldom adjusts exactly the variance of skill of two players.

In selecting the hole, the World-Telegram looks for a three-par hole measuring not more than 150 yards. The regulation cup is placed exactly in the center of the green, and the ten-foot circle drawn around it.

The San Francisco Examiner is another newspaper conducting an annual ace contest. In the five years the Examiner has conducted its competition only three aces have been made out of 51,900 shots fired. Two of the three aces were made by lefthanders.