

Southwest Promotions Increase Golf Play

Unprecedented move offers free golf for Open visitors.

By KARL SUTPHIN

IN the May issue of GOLFDOM I told of the successful "Golf-for-Everybody" programs being conducted in New Orleans, Houston and Dallas by the local PGA groups in cooperation with these cities' park departments, school officials and daily fee course owners.

The main feature of these civic golf promotions, you will recall, was the introduction of the 15c club, bag and ball rental plan—a plan whereby all daily fee courses in each city made available to anyone five good serviceable clubs, an attractive golf bag and three used balls for only 15c per day, the players paying 10c for each ball not returned. Rentals are made without asking deposits and without red-tape except to require renters to sign for outfits, give business and residence addresses, phone numbers, auto license and social security number.

Now come reports of the successful golf promotion programs of three more Southwestern cities—Fort Worth, Tulsa and Oklahoma City.

Fort Worth Sets Records

Fort Worth, according to Glenn Morris, managing director of the National Golf Foundation, which assisted in launching these "Golf-for-Everybody" programs, has established some new highs in golf promotional accomplishments. Fort Worth, host to the 1941 National Open, not only installed 15c club, bag and ball rental libraries and scheduled free golf classes for men and women at all four of its municipal courses, but in an unprecedented move announced via press and radio that "every course in the city will be thrown open without green-fees to all out-of-town players during the week of the Open, the only requirement being that visitors have a season badge to the Open."

R. D. Evans, Fort Worth director of recreation, working with the full cooperation of the Fort Worth Golf Association, the local professionals and the local press and radio, hopes to make it possible for



Reproductions of clippings from Fort Worth newspapers show how full 8-column headlines announced 15c rental plan on local fee courses, and free golf for National Open visitors.

every man, woman and child in Fort Worth to have the opportunity to enjoy the fun and health giving benefits of the game.

Tulsa, Okla., professionals are also enthusiastic about the club-bag-ball rental results. From Monday until Friday of the first week the plan was in operation at Tulsa's five daily fee courses, the pros report that more than 200 beginners took advantage of the plan. The Tulsa professionals are conducting free golf classes at all free courses and have scheduled a big golf clinic and show for June 15th and 17th to be held on two local driving ranges under the sponsorship of the Tulsa World. The World is having a special edition of golf instruction booklets prepared for free distribution by the professionals at these events.

Oklahoma City, too, reports most successful results with the club rental plan



Tulsa and Oklahoma City newspapers give impetus to PGA golf promotion program by devoting prominent space to free golf school and club-bag-ball rental plan.

in bringing new converts to the game at Oklahoma City's 36-hole municipal course and all daily fee courses. The two Oklahoma City newspapers, the Oklahoman and the Times, are sponsoring a beginners' golf school to be conducted by local professionals on June 10th, at one of Oklahoma City's popular driving ranges.

Ball Sales to Help Finance

Evans Caddie Scholarships

EVANS Scholars golf balls in 3 types (75 cent distance and durable balls, and a 50 cent durable ball) have been introduced to help finance Evans caddie scholarships at Northwestern University. Western Golf Assn., which sponsors the Evans scholarships, has approved sale of the Evans Scholars ball.

The ball is to be distributed by Carson Pirie Scott & Co., Wholesale, of Chicago, through pro-shops and other retailers on a maintained-price basis. It is expected that income from the Evans Scholars ball sales will provide substantial aid to the scholarship plan.

Misconception That Pros Are Mercenary Must Be Corrected

CHARLES P. BETSCHLER, pro at the Hillendale CC (Baltimore district) put across a too often neglected part of the pro story to the amateurs at the University of Baltimore clinic.

Charley, in speaking on the "Duties of the Golf Professional," impressed on the amateurs that the pro was not only a professional counsellor whose success depended on the soundness of his technical advice, but a friendly spirit interested in selling another good fellow, or woman, or child on getting more enjoyment out of life.

He told his hearers that the pro is not a mercenary chap, and that the amateur may feel free to ask a pro's advice without feeling that the expense rap is going to be severe.

For some reason the error still persists that it may cost to get the time of day from a pro, whereas the facts show that the pros generally underplay the necessary mercenary phase of their profession.

The burden that pro golf has to carry in this respect is somewhat akin to the bum rap the Scots get on the count of being tight. As most of us in golf know, excess of generosity rather than of tightness is a Scotch shortcoming; if you can call any surplus of generosity a shortcoming.

In every possible way pros must correct any public misconception that it always costs, and plenty, to get helpful courtesies from the pro. Correcting that error will do much to put pros on better competitive basis with the stores.

Iowa Greenkeepers Meet at ISC—First spring meeting of the Iowa Greenkeepers Assn. was held Tuesday, May 13, at Iowa State College, Ames, Ia. The greenkeepers assembled at the grass nursery plots on the ISC horticultural farm at 9:30, and after giving these plots a thorough going-over, the group moved on to the ISC experimental green to check progress of new bent plantings. The remainder of the day was spent in inspection of the Iowa State 18-hole course, with some of the 'boys' doing their inspecting in the form of golf playing.