

Any golfer who wishes to pay the \$3.00 entry fee, regardless of whether his club is in the League, or whether he belongs to any, is welcome to play the 18-hole competition round,—and this fact in itself helps to get publicity. Sports editors just as much as other newspaper men like to have a broad base for what they write up; and nothing fits that much better than a story of golf for everybody, in which Johnny-Come-Lately may top the pros and oldtimers.

Here is another special feature: the amateurs being rated Class A, B and C according to handicap, they are seeded one of each class plus one pro to every foursome as far as possible. This makes a great difference to the high-handicap man, breaking up any habitual groupings in the clubs, so that players get the practice of working out with inexperienced competitors. They also get the advantage of going around with a pro, for what points they may pick up by looking and listening,—or by asking.

Incidentally, the pros get the advantage of being able to recommend equip-

ment for obvious needs, and of "making hay by chopping grass" with their own members as well as strangers. It is very practical, and entirely different from the effects resulting from regional PGA meets. Those are good fun, and probably a professional necessity,—but they are no such direct producers of good business as these little open affairs.

Scores having been tabulated for one of these meets, the pot of two or three hundred dollars is split 50-50, half going in cash to the pro winners, and the other half in equipment from the pro shop to the amateurs. (Note that all have paid the same registration fee.) The furnishing of these golf goods, of course, means more business for the pro out of whose shop they come.

The club acting as host for the occasion gets numerous direct benefits from the activity, including dining room, bar, new membership and publicity over the whole area. Established custom provides for lunch before the play and a banquet after, with toasts and treats and local twists. As to advertising, many a club such as

PLAY HERE FOR USGA JUNIOR CHAMPIONSHIP

Youngsters aspiring for a niche among golfdom's great will play for the USGA Junior Championship at the beautiful Congressional CC located in Maryland just six and one-half miles out of Washington, D. C., July 25-30. Shown below is a birds-eye view of part of the layout that will greet the boys who will be out battling par (in this case, a 71 over a trek of 6,618 yds.). The number "25" on the hill between No. 18 and No. 10 fairways appearing in the lower left hand corner has been placed there in celebration of the Club's 25th anniversary being observed this year.

Washington Aerial Survey photo

