

Dutra Asks "Good Neighbor" Aid for Mexican Golf Plan

By BILL GRAFFIS

The Republic of Mexico at the direction of Pres. Miguel Aleman has announced appointment of Olin Dutra, 1934 U.S. National Open and 1932 PGA champion, as Coordinator of Golf for the country. Dutra also has been appointed pro for the new multi-million dollar 36-hole



Olin Dutra, Coordinator of Golf for Mexico.

Club de Golf de Mexico now building in Mexico City. At work now getting the new club under construction are Larry Hughes and Percy Clifford, who will be gen. mgr. of the establishment which is proposed to take a place among the world's finest golf clubs.

Pres. of the Club de Golf de Mexico is Carlos Novoa, chmn. of the board of the Bank of Mexico. Also active in the formation of the club is Don Antonio Correo, pres., Mexico Golf Assn. Sec. of the club is Jacobo Perez Verdía. Offices of the club are at Edif. Guardiola 503, Mexico, D.F.

It is proposed to open the club with a \$15,000 invitation open tournament next spring. This event is to be one of a schedule including attractive purse and amateur events at Mexico City, Guadalajara, Acapulco, Cuernavaca, Ensenada, Tia Juana and Agua Caliente.

Dutra's assignment, the first of its kind in golf history, is to develop widespread golf enthusiasm and playing ability among Mexican young people.

Nation-wide Golf Teaching

Dutra is taking with him to Mexico the most ambitious mass golf education program yet attempted.

Starting with a small cadre of Mexican golfers, Dutra plans to develop over a period of years a competent force of instructors to take golf to all Mexico. Although his program for training his instruction force will probably take five years or more, Dutra intends to spend three days each week during his first few years in Mexico traveling to courses in Guadalajara, Acapulco, Cuernavaca and Agua Caliente on mass instruction meetings.

Biggest drawback to Dutra's plans at present is the almost complete lack of equipment for the class students. While the government will authorize a small fund, and members of the Mexican Golf Assn. will be asked to kick in to the kitty, the amount that will be obtained will be far less than required for clubs, balls and other equipment.

In an effort to make up the difference between what he will have and what he will need, Dutra will ask aid of American golf equipment manufacturers, the USGA, WGA and PGA.

Olin says, "The purpose of my job in Mexico is to bring golf within the reach of everybody. The best course, as I see it, is to start working with the youngsters. Unfortunately, the finances of youthful Mexicans are nowhere near sufficient to cover even the smallest part required for golf equipment.

"The only way the program can be carried out is to make an appeal in the interest of sportsmanship and the Good Neighbor promotion of golf to the American members of the golfing fraternity."

To Boost With Caddies

In further interest of golf promotion Dutra plans to follow the policy formulated by the WGA to boost golf through the caddies.

"As soon as we possibly can," says Dutra, "we want to organize a Mexican Caddies Assn., the officers of which will be elected and controlled by the members of the organization.

"In the U.S. the great majority of pros, in both the tournament and instruction side of the picture, have come from the ranks of the caddies.

"However, the dissimilarity between the American caddies and the Mexican boys

lies in the fact that Americans have a long standing interest in the game while, in most cases, Mexican youths follow the game merely as a means of livelihood. With the dearth of equipment plus the personal financial limitations of the caddies, the opportunities for them becoming golfing greats is very remote.

"To guide the Mexican caddies into the professional golfing field is going to take more than money. I feel that the primary purpose of our training program should be to instill in the boys a pride in their jobs and also point out to them the opportunities that exist for them within their country in the field of golf.

"In this part of our program we again want to follow the work of the Western and provide the caddies with the guidance they need. This we hope to accomplish through films, lectures and exhibitions. As an incentive in our program we will establish a scholarship fund and award scholarships to Mexican or U.S. universities.

"Another phase of the caddy program will be aid for the sick and needy, provided out of a fund established by the caddies with assistance from the Mexican Golf Assn."

Junior Tourneys Planned

The program Dutra will follow in the development of the junior golfers of Mexico parallels the American system. Tournaments for juniors will be held within the various districts of Mexico with a national junior championship tentatively slated for April of each year. In the junior tourney, as will be the case in all tournaments with the exception of the Mexican Open and the Mexican Invitation, play will be held in a different district every year in an effort to stimulate interest in golf.

In addition to the junior tournaments it is Dutra's plan to take as many of the youths as he can and use them as instructors throughout the country.

To Teach Teachers

As far as any special course of instruction is concerned, Dutra's plans call for the easiest and fastest methods of teaching, the course to eventually include the basic teaching methods of leading American pros.

As Dutra sees his new job it is going to be "a task of pioneering, patience and promotion.

"Golfers are not developed overnight. Nobody is going to expect a great Mexican golfer for a number of years. Golf for the masses in Mexico is going to take plenty of primary work. The biggest task of pioneering will be to bring golf equip-

ment to those taking government sponsored mass instruction. As soon as that is accomplished the next pioneering chore, that of providing sufficient public courses for the new golfing aficionados, will have to be met and solved.

"As in any pioneering project, the program that we have outlined will undoubtedly encounter plenty of obstacles. The successful completion of the Mexican golf project depends, I believe, on plenty of promotion. Here, again, we are going to have to rely on the Good Neighborliness of the golfing clan of the United States.

"While we'll be doing everything we possibly can to promote golf within the Republic of Mexico, for complete public interest in the game and to show the degree to which golf and the golfing profession can develop, we are going to need the heartiest and complete cooperation from Mexico's Good Neighbors to the north."

USGA COMPETITIONS FOR 1950

June 8-10—National Open—Merion GC (East) Ardmore, Pa.

July 1-8—National Amateur Public Links—Seneca GC, Louisville, Ky.

July 19-22—National Junior Amateur—Denver CC, Denver, Colo.

Aug. 21-26—National Amateur—Minneapolis GC, Minneapolis, Minn.

Aug. 28 - Sept. 1—National Girls' Junior—(Not determined).

Sept. 11-16 — National Women's Amateur — Atlanta AC (E. Lake) Atlanta, Ga.

Sept. 1-2—Curtis Cup Match—CC of Buffalo, Williamsville, N.Y.

Annual Mixed Two-Ball Tourney At Dubsdread, Feb. 21-26

The ninth annual Mixed Two-Ball Open Tournament will be held at the Dubsdread CC, Orlando, Fla., Feb. 21-26. The idea of a best ball match between men and women has caught the fancy of Florida's winter-time golfing public which turns out in record numbers to watch such stars as Marjorie Lindsay and Henry Picard, Louise Suggs and Gus Novotony, Babe Zaharias and Walter Romans, and Patty Berg and Johnny Revolta, to name a few of the 80 teams who were on hand for the 1949 event. A greater number is expected this year with the announcement of round by round cash prizes to professionals qualifying for the 32 teams that compose the championship flight.