

GOLF IS EVERYONE'S GAME

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What makes golf great is that the vast majority of those who play it do so for fun.

Golf is basically an amateur game. We professionals recognize that fact and no one could be happier about it than we are.

Who's the indispensable man in golf? No, it's not the No. 1 tournament player of the year. Neither is it an outstanding executive for a major golf association. Nor is it the greatest teacher in the game.

From the standpoint of participation, the most important man in golf is the high handicap amateur.

From the standpoint of tournaments on the PGA Tour, it's the spectator, who pays for his ticket and tramps around the fairways to see the golf stars in action.

Abraham Lincoln is supposed to have said, "The Lord must love the poor people—he made so many of them."

Following the same line of reasoning, the Lord must love the high handicap player, too. He made them, too, by the millions, wherever golf is played.

By the same token, He must love the man in the gallery. He made millions of them, too. Happily, their number increases every year.

The Pro's Best Friend

We golf professionals love the high handicap player, too. We love him because he's our customer, our friend and our boss . . . and because he loves golf.

Yes, and we love the spectator at tournaments on the PGA circuit, too. He and his kind have helped make the Tour grow bigger and bigger every year.

Between them, the high-handicap amateur and the man in the gallery have helped make golf the No. 1 participant-spectator sport in America today.

It isn't at all surprising that the high handicap amateur and the galleryite are, in many cases, one and the same. Those



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who love golf play it when they can, as well as watching it.

That one fact sets golf apart from the other major sports, baseball, basketball, football, horse racing, track and field and all the rest.

How many people at a major-league baseball game would you say ever played the game above the sandlot level? One in 100? Or, perhaps, one in 1,000? The same would be true of the spectators at most major-league contests in most other sports.

But golf is different.

Golf is the one major sport in which a man—or, for that matter, a lady, a boy or a girl—can be a spectator at a national championship one weekend and a player the very next weekend.

It's the one major sport in which weekend players can compete on the same course, under the same conditions and using the same equipment as the game's greatest professional players.

Thus, the man in the gallery can feel a kinship with the tournament player as

he watches the skilled professional shoot for fabulous prizes on the PGA Tour.

It is with these facts in mind that we salute the golfer's indispensable men, the high handicap amateur and the tournament spectator.

Now, why the salute? That's easy!

Let me remind you that upwards of 5,000,000 people play the royal and ancient pastime on 6,385 regulation courses across this great country of ours.

In 1960, America's golfers spent about \$85,000,000 on golf balls, golf clubs and other golf equipment.

Also in 1960, according to the National Golf Foundation, \$53,000,000 was invested in land, construction and equipment for 394 brand new courses.

That brought the nation's investment in courses, clubhouses, course equipment and so on to an incredible total of around \$1,423,000,000.

An estimated 90,000,000 rounds of golf will be played on America's golf courses in 1961, wiping out 1960's all-time record of 86,805,500.

But what, you may ask, have all these statistics to do with the high handicap player?

Simply this—as many as 90 per cent of the golfers of America fall within that category. Do you doubt it? If so, look around your own club.

How many of the players there shoot in the 70s? Or even in the 80s? If more than one out of 10 do, you have a number of exceptional golfers at your club.

Who pays the freight in golf these days?

For the most part, it's the man who loves the game, even though he has never mastered it and never expects to—the high handicap amateur.

High Handicappers Work

In addition, you'll find him serving your club as an officer or a director. You'll find him on all of your club's most important committees.

Frequently, he's the fellow who works hard and puts in many, many hours serving the interests of your club, of its members and of the game of golf.

When a major tournament is held at your club, he's the man who takes the time to serve on a key committee, handling one of the essentials, such as finance, marshalling, ticket sales and so on.

Then, when the tournament actually arrives, he buys his own ticket to get into the grounds, so that he can continue doing an important job.

Today's nation-wide golf boom would be impossible if he and his like weren't around to keep it growing. He's the fellow the grand old game can't do without.

Few Break 90

People who have never tried golf may ask why some 90 per cent of all golfers play a game in which their scores will average 90 and over.

Well, in my opinion, there are a number of reasons.

Perhaps the most important is that a big percentage of people never take up golf until their middle years, when they're retired or nearing retirement.

Starting late in life, one can learn to enjoy golf, but it's difficult for him to learn to play it well.

If there's a game which should be started young, that game is golf.

When you're young, you have the reflexes, the muscular control and the ability to relax, which are vital to the low handicap player.

When you're older, you have to learn to get along as well as you can without those things.

However, people in their middle years often have one advantage over the younger folks. They have the time it takes to take lessons and to practice.

When one only has so much time, as most younger folks do, he wants to spend his time playing golf with his favorite foursome, even if he plays poorly.

Therefore, we have the high handicap golfer, the older fellow who got a late start in the game or the younger one who doesn't have the time to master it.

This, then is our salute to the golfer who shoots 90 or higher round after round, but who loves the game as much as does the low handicapper.

Here's what I tell the 90-and-over shooters at my club and what I want to tell those at your club, too:

Don't fret about your game. Enjoy what golf has to offer you. Get out on the course and play just as often as you can.

Every time the opportunity presents itself, go to a major tournament and watch the stars in action. However, keep this

word of caution ever in mind: Don't try to improve your game by copying a "name" player.

Remember, the touring professional plays or practices every day to keep his own tailor-made swing working just right. His swing won't work for you.

When you have the time, see your professional and arrange to take a series of lessons. Then, be sure that you take time to practice what you've learned.

You may be surprised at the results. You may wind up playing golf better than you ever thought you could.

However, don't get too good. If you do, you may miss the fun you used to have playing with the old gang which has put up with you these many years.

Remember, golf is for fun. It should never become a grim, mechanical task. Keep the fun in golf.

It doesn't matter whether you shoot a

69 or a 96, a 72 or a 127. Golf can be fun, regardless of your score.

The fact is that most golfers shoot 90 or more—sometimes much more—every time they play.

However, they keep coming back for more. To me, that proves how much they are a part of it.

So, remember, Mr. High Handicap Golfer, that you are a very important person in the royal and ancient game.

And, you Mr. Tournament Spectator, remember that without you there would be no PGA Tour and no national competition in golf.

Without you, there would be few golf courses. There would be little or no golf equipment to sell and no one to sell it to. There would be no golf lessons.

Without you, golf would be a minor sport indeed. You have made it America's No. 1 recreation.

ANSWERS TO QUIZ

1. Jack Nicklaus. He was second in 1960 with a score of 282 and tied for fourth this year with 284, for a two-year total of 566.
2. The four: Jacky Cupit, Bob Harris, Eric Monti and Bob Rosburg.
3. No. Smiley L. Quick came closest in 1946 when he won the Amateur Public Links title and was defeated by Stanley (Ted) Bishop in the final round of the Amateur.
4. The British Amateur. Jones won the U. S. Open four times, the U. S. Amateur five times, and the British Open three times.
5. Yes. Miss JoAnne Gunderson, Girls' Junior Champion in 1956, won the Women's Amateur in 1957 and 1960: she was runner-up in 1956.
6. E. Harvie Ward, Jr., in 1955 and 1956.
7. Miss Betty Jameson in 1939 and 1940.
8. W. Lawson Little, Jr., who won both in 1934 and 1935.
9. Francis Ouimet was named eight consecutive times from 1923 to 1934. Ouimet was also non-playing Captain of the U. S. Teams in 1936-38-47-49. Joseph B. Carr, of Great Britain, will make his eighth Walker Cup appearance next month.
10. Jerome D. Travers was a four-time winner, in 1907-08-12-13.

11. The Merion Golf Club at Ardmore, Pa., has been host to 11 USGA events.
12. Walter Hagen in 1922.
13. No. By Definition 20, an out-of-bounds stake is not an obstruction. Further Rule 17-3 prohibits improving the line of play or the position or lie of the ball by moving anything fixed or growing, and a note to the Rule says that "things fixed include objects defining out of bounds."
14. Definition 32 of the Rules of Golf defines the teeing ground as "a rectangular area two club-lengths in depth."
15. Yes. Fred Haas, Jr., played in the 1938 Walker Cup Match and the 1953 Ryder Cup Match.
16. Yes. Under Definition 20, a package of cigarettes is an obstruction, and relief is granted under Rule 31.
17. No. Rule 31-1 says: "Any movable obstruction may be removed. If the ball be moved in so doing, it shall be replaced on the exact spot from which it was moved, without penalty."
18. No. Rule 40-1c stipulates: "If a player's ball move any other ball in the match, the owner of the moved ball shall place the ball on the spot from which it was moved, without penalty, as provided in Rule 27-1a."