

**A. G. A. OF A. I. TO HOLD  
COMING OF AGE TOURNA-  
MENT AT COOPERS-  
TOWN JUNE 21-27**

It seems hardly twenty-one years ago that a little group of golfers were asked to meet one evening at the Harvard Hotel at Pinehurst, N. C., to form a national organization of advertising men and publishers to hold annual tournaments. Frank Presbrey issued the call. Among those who gathered at the Harvard were: Frank Presbrey, John B. Woodward, of the *Chicago News*; "Gene" Conklin, then general passenger agent of the Seaboard Air Line; William C. Freeman, then advertising manager of the *New York American*; John Hotchkin, the advertising manager of John Wanamaker's; William Henry Beers, then an advertising agent; John C. Plait, of the Tiffany Studios, and a few others. The American Golf Association of Advertising Interests was formed, and Frank Presbrey was elected president and William Henry Beers was elected secretary and treasurer. It was decided to hold two tournaments a year, one in Pinehurst right after the Christmas holidays, and the other in the summer months in either the East or West.

The secretary-treasurer started a membership campaign, and the first tournament at Cleveland was the biggest golf tournament ever held in this country up to that time. Over 130 entries were received, and an elaborate array of prizes was displayed at the Euclid Club.

The tournament was given great prominence in the daily press as a messenger boy was sent from New York to Cleveland to deliver a very beautiful engrossed acceptance of the Euclid Club's invitation to hold the tournament on its course. The A.D.T. messenger was met at Cleveland by all the Western Union boys, and Walter White, a member, placed a new White car at the messenger's disposal. The tournament was a great event—a week of golf, private dinners at the club and late suppers at the Hollenden Grill. About five hundred attended the dinner for the awarding of prizes. Some players won huge steins that cost more to fill with champagne for loving cups than the original cost of the prize. Eddie Freeman won the tournament from J. K. Bole, then the Ohio champion. It was an exciting finish. The winner played a 72.

Tournaments with seven or eight flights of sixteen followed in various places, including a memorable affair in Chicago. The tournament at Cooperstown several years ago proved so interesting that the Coming of Age Tournament this year will be held there June 21 to 27. The Hotel Otsego will be the headquarters of the Association. It is expected that at least eight sixteens will qualify, and a carload of prizes will be brought back by the players. Arthur Hull is the president of the A. G. A. of A. I., and Clair Maxwell is secretary-treasurer. The present membership list reads like a "who's who" of the advertising and publishing field.

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