Seattle Pros Pioneer with Group Newspaper Ads.

A GOOD part of human progress is due to the fellows to whom the rest of us pass the buck. The man at the end of the receiving line gets tired of listening to "let George do it," and then starts something himself.

That's how the first co-operative advertising campaign that we know of started. The credit for being the conductor of this trail blazing campaign goes to Fred J. Henwood, secretary-treasurer of the Pacific Northwest P. G. A. and pro at the Rainier G. C., Seattle, Wash. To Henwood, and to many other thinking professionals, the idea persisted that if a store gets returns from its newspaper advertising, the pros, working together, also should benefit from a campaign. He approached some of the boys in the Seattle district with the result that Art Eckhout, Joe Jefferson, Bill Hanley, Bob Johnstone, Walter Pursey, Frank Rodia and Danny Walker joined with him in sharing the expense of the newspaper space. The copy runs about six inches deep and one column wide and features the importance of having a competent pro fit clubs properly to buyers instead of letting the important function of the club selling be in the disinterested hands of a casual stranger.

Many favorable comments have been heard on the enterprise of the professionals in grouping for newspaper advertising and if enough of the boys at present in the campaign or desirous of getting in, are willing to make the long haul investment required by a sound advertising campaign instead of expecting slot-machine action, the campaign will be continued.

The campaign has received national recognition from advertising and newspaper trade papers, as well as from golf club manufacturers. Much complimentary comment has been made by advertising experts who also are golf "bugs" on the fact that the pros have such complete confidence in the strength of their selling story that they are willing to stake some of their well earned dough in putting their case before the public. A co-operative advertising campaign under the most favorable circumstances, with staunchly financed and seasoned advertisers as units is tough enough to get started and keep going, but when it is done by men with very limited previous experience in advertising and comparatively restricted markets individually it becomes something well worthy of applause.

To the Seattle district professionals and to Henwood who got them together on this campaign, considerable credit from all other pros is due, as the Seattle campaign is a first class manifestation of how the pros are making their marks as alert and hustling business men.

Illinois P. G. A. at its annual meeting elected James Carberry of Shore Acres, president; Al Espinosa, Sportsmen's club, James Meehan, Riverside and James Wilson, Ravisclo as vice-presidents; Edward Gayer of Twin Orchards, secretary-treasurer, and Elmer Biggs, Peoria C. C., chairman of the tournament committee.