make more of a play to the youngsters. The impressionable minds of the kids gave
the pros who made themselves juvenile paragons great opportunities for coming
out on top in the survival of the fittest deal now going on at top speed in pro golf.
Kids classes he boosted for many reasons, not the least of which was that the parents
can't afford to send youngsters for pay lessons, as they did formerly, and that the
pro owes the introduction to the game to the children as a public service.

There is a serious economic waste in not taking advantage of the pros' knowledge
of golf by employing at least some of it in course maintenance, said R. W. Treacy,
in talking on pro greenkeeping. At the same time, there was a danger of pros
getting in over their heads in applying for pro-greenkeeping jobs where they were not
qualified. The pros have lagged behind the greenkeepers in getting after business
education, said the PGA secretary, who cited cases of pros being anxious to handle
greenkeeping jobs, but never going to the trouble of attending many of the valuable
greenkeeping short courses available during the winter.

Shortage of Pros and Greenkeepers!
Treacy shocked his hearers when he said
that there was a shortage of 1,500 first
class pros and 1,000 first class greenkeep-
ers in the country. He said he made this
estimate not because there were so many fellows looking for jobs, but because of
the lack of qualifications to properly handle jobs. Because so many of the club officials
know nothing of the right qualifications of pros and greenkeepers, the education of
unqualified men up to a proper standard, or their elimination, was a responsibility
pro and greenkeeper organizations would have to assume for service to clubs and
members.

"The pro is the golf host," said Harry
Radix, president of the Chicago District
GA in starting a brisk address. "If he
makes every member feel as though he
has been received with cordiality and good
service, the pro job is being well handled."
Radix criticized the displays in many of
the pro shops he has seen and regretted
his finding because he realized that when
a pro lost a sale in the small market a pro
has, it was hard to make it up. He ad-
vised featuring leaders each week-end in
pro shop merchandising. The pros' de-
partment at clubs he considered as a deli-
cate problem generally handled with great
judgment. He counseled that a pro ex-
tend his interest to all members of the
club instead of being associated too much
with only a small section of the member-
ship.

The importance of the season's schedule
at a club in connection with pro profits
and member interest warranted the atten-
tion of every alert professional, said Herb
Graffis, GOLFDOM's Editor. Graffis re-
ferred to schedule preparation as a job
every pro should kiss himself into as a
service to the men's and women's commit-
tees. He cited instances of the increased
interest of women in golf as suggesting
more mixed events and particular attention
to the women's schedule.

As good advertising for any pro Graffis
mentioned the women's Western Junior
championship possibilities. This event will
be held at Park Ridge (Ill.) CC, July 9-12
and pros in the midwest would be well to
begin developing juvenile talent for this
event without delay.

Massachusetts Short Course
Alumni Elect Wanberg

PAUL WANBERG, superintendent of the
Weston (Mass.) CC, was selected presi-
dent of the Massachusetts Greenkeepers' Short Course Alumni Association at the
group's organization meeting.

Clinton Bradly was selected vice-presi-
dent and William Nye, secretary.

The eight short courses under Prof.
Dickinson have been attended by 140 men.

IF YOUR club has a swimming pool, a
Venetian Night makes a great entertain-
ment feature. Swimming, music, decora-
tions and Italian grub give the event a gay
air.

Manager Edward Newhart of Knollwood
CC (Chicago district), who stages some
great parties at this swanky establish-
ment, considers the Venetian Night affair
the highlight of the annual fixtures.

CONSensus of manufacturer and pro
opinion is that the pros' big day is
coming back with the new code. The gen-
eral idea of the codes is to equalize prices.

With prices equalized there is no sense
of a member going downtown; quality and
service will determine the point of pur-
chase. If a pro can't show a plainly bet-
ter deal on first class quality or at least
equal quality for the same price, and on
expert service, he had better get out of the
business.