

ready to attack with no uncertain measures any enemy of the turf; there is no reason why the greens and tees (and fairways where there is an irrigation system) should not be kept in the same state of perfection, during these two or three trying months, as at any other time of the year.

Northeastern N. Y. Pros in Membership Drive

NORTHEASTERN New York P. G. A. is making a drive for more members and in campaigning to get a 100 per cent representation of the territory's qualified pros on the Northeastern New York roster is sending out a letter outlining the organization's plans.

Club officials, as well as pros, will be interested in the following excerpts from this letter as it gives a good line on what the P. G. A. organizations are trying to do to help the profession and the game.

The letter, which is signed by C. S. McBride, 1041 Stanford Bldg., Shenectady, N. Y., sec.-treas. of the association, reads in part:

"The National P. G. A. comprising many sectional branches, includes in its membership some 2,000 golf professionals. These Pros represent the cream of the country's best golf instructors, club-makers and players. They have organized for a common purpose and are gradually becoming a power in the golf industry.

"A number of committees functioning under the direction of able officers are accomplishing great things. Through the efforts of these committees the P. G. A. is reaching out an assisting hand to professionals in every section. It carries on a benevolent work for the relief of deserving members. It endeavors to find suitable positions for those desirous of changing. It endeavors to properly train its younger members so that they may be a credit to the profession. It does and will do other good work for its members.

"What does such an organization mean to you? Can it help you? The answer to these questions is a question and it is this—what are you willing and able to do for the P. G. A.? Will you put something into this enterprise, as you do any other enterprise when you expect a return?

"And so you have before you just a small size view of what the P. G. A. is doing now and what it might do if you take hold and help,

"Have you felt the price-cutting competition common these days? Are large numbers of your members buying equipment and balls from stores or in groups at bargain prices? Have you been forced to choose equipment from certain houses after the best numbers of the selection had been put aside for the stores? And are other things which were yours and yours alone slipping away?

"If these things are happening in your case, you owe it to yourself to get in the P. G. A. Work for it and with it and thus be enabled to put up a real fight to such competition and such trade practices.

"Doctors, lawyers and other professional men recognize the need for organizing—why not golf professionals? Yours is a profession and only by working together with common purposes can you maintain your standing in the ever expanding golf business.

"Dues are \$12.50 per year and are payable April 1st of each year. Assistants are \$5 per year.

"Professionals desirous of becoming members are asked to send word to the secretary giving the following information:

- Position held for the past three years.
- Present Club.
- Reference to some professional Standing with dealers.
- Standing with club members.

YOU CAN'T standardize maintenance costs until you know how your course compares with the standard, or average. GOLFDOM heard of one case where the greenkeeping force was being sharply criticised because its costs were out of line with those of other courses in the vicinity. The man at the head of the job took a tape and checked up. He found that at his course the average green was approximately 8,000 square feet. The average on the neighboring courses was about 6,000 square feet. His course had a sand area of 170,000 square feet and one of the courses being held up to him as a cost model had sand area of around 80,000 square feet. The time spent with the tape showed the club what it was up against.

EVERYBODY seems to want a matched set, so to those who might duck at the price of a matched set why not suggest that you have individual clubs in stock that you would match up perfectly with the clubs now being carried by the prospective buyer?