

Alex Pirie, president of the Professional Golfers' association, said recently: "One of the problems of the P. G. A. is to keep our members in their good positions. Too many pros who are well qualified as teachers, club-makers and greensmen, lose their contracts each year. Personality has a lot to do with this unrest and a book entitled 'Etiquette for Golf Professionals' wouldn't do a lot any harm."

Pirie is right. The pro holds no menial position; his is just as honorable a profession as the doctor's and lawyer's, and one his club's members look up to. He need not be "umble" at any time. But it is essential that he *never mix with the members*. The old saying, "Distance lends enchantment" still holds true.

If I were a pro, I think I would be governed by certain basic principles of conduct something along these lines:

(1) I would keep out of the clubhouse, especially the locker-room, except on business.

(2) I would never address a member by his first name, but would always use the form "Mr. So-and-So."

(3) I would never refuse a tip for some slight favor I had done a member. I would say, "That's all right—forget it." But if the member insisted, I would accept the gratuity and thank him cordially. Use some judgment.

(4) On the other hand, I would never charge a member for such slight jobs, as renewing the wrappings on a club or buffing up a head.

(5) I would unhesitatingly take back any merchandise sold by me which did not satisfy the member. I would be imposed on at times, but the gainer in the long-run.

(6) I would be particularly careful to be agreeable but never familiar when giving lessons to women.

(7) If I had a wife, I would instruct her to stay off the club grounds, at least during the daytime. If she insisted on visiting me at work, I would require her to remain inconspicuous.

(8) I would never forget that I am a professional man just as much as any doctor or lawyer, and would remember that the country club is primarily my business, not my pleasure-haunt.

(9) I would play no favorites among the members. Club politics have cost many a good pro his job, simply because he had

the unwitting appearance of being on the "wrong" side.

(10) As far as the members knew, I would be a tee-totaler. I would refuse invitations to drink by saying, "Sorry, I'm on the wagon these days."

These ten rules are not offered as a sermon. Nor, obviously, will all ten apply to any one pro. But, if you think they are not common pro failings, ask any member of any club what his pro's worst fault is—you'll find it among the ten precepts listed above.

Chicago Golf Show to Be Biggest Ever Held

WITH the opening curtain of the Third International Golf Show still three weeks away from GOLFDOM's deadline, the distinction of the event to be held at Hotel Sherman, Chicago, March 12-17, is assured as the biggest golf exhibition ever held. There are 104 exhibitors already signed for appearance. Of these 44 are showing for the first time.

Walter Hagen, who will be there as an active business man, boosting his own line of golf goods, also will be a big public drawing card.

The range of exhibits includes a vast array of equipment and supplies for the clubhouse, pro shop and course and it is confidently expected by the promoters, Sherman Lewis and A. L. Shaffer, that the event will draw so many purchasers from the country's golf clubs that the exhibitors will reap a rich harvest.

Dress the Part of Prosperous Pro

HOW much do the style and cut of Hagen's clothes add to his popularity as a champion golfer? No insignificant amount. Cooper, Farrell, Watrous, Armour and all the other well-known professional golfers are careful to appear well-groomed at all times. They, too, know it pays to dress the part.

Any pro can take a tip from this. His earnings depend largely on his popularity with the members of his club. A clean-shaven, clean-handed, well-dressed pro earns many a dollar he would lose were he less well groomed.