

Benevolent Fund. The inquiring pro said he had heard something about this fund raising campaign but didn't know the details. Nor did I. So far as I have been able to learn no information on this subject has been sent to newspapers or golf magazines. A case where the pro heart was ahead of the pro hand. Not that I blame the P. G. A. officials, for I know from frequent observation that if they had to care for all the detail work that comes to them, they'd have no time left for the job that gives them their bread and butter.

GOLFDOM has no axe to grind in this matter. One of the big planks in our platform is to see the good pros get the good that is coming to them and in this connection we advance the suggestion of a highly competent and industrious paid executive secretary. We're not siding in with the boys who blame the P. G. A. for everything. Taking all angles into consideration the P. G. A. has done one hell of a lot more than was expected when it took on its lease of life in its present

shape. Its achievements have been made despite a sad lack of co-operation from fellows who are hair-trigger critics of the P. G. A. shortcomings. The P. G. A. officials know what a task it is to get the lads to come to the meetings, to pay dues promptly and take a constructive co-operative interest in the P. G. A. affairs. There is with us always the boy who is quick to howl and slow to help.

But now the P. G. A. has made a far advance from the day when it took in anybody who would sign up. Potentially it is one of the big leaguers in golf. The time is here for its further advance in accordance with the demands and promise of the situation. The P. G. A. is entitled to recognition of a standing so high that no good pro could afford to stay out of it.

GOLFDOM very respectfully and sincerely suggests that the next national P. G. A. meeting give thoughtful consideration to this matter. In the meanwhile, if any professional has comment to make on this subject—for or against—GOLFDOM will welcome his statement.



Chisholm photo

Tom Stevens and His Staff, With the Pro Shop in the Background

"Champion's" Treatment Makes Sales

By TOM STEVENS,

Pro, California Country Club, Culver City, Cal.

THE golf professional of today has to be more than just a student of golf and an expert player. He has to be a salesman of top water. Competition has caused the modern pro to become a real salesman.

In his shop he must carry a full line of supplies in every detail. He must know

his merchandise and be able to push it in an efficient and quick manner.

My shop is divided into a salesroom, a workshop and a buffing room. In this way my stock is kept clean and I can display it in ways that are attractive to my patrons. Some new display, something fresh, always helps. They notice things and stop to look the new articles over. It may be just what they have wanted but only these displays would have brought it to their eyes. To have tables showing golf apparel and little "what nots" for the

golfer will always tend to bring a nice revenue to the pro. Once you have the members buying these goods, it is easy then to show them your "latest model" clubs and often results in sales.

The introduction of matched sets of irons to golf has stimulated the pro's business to such an extent that where, before, he was only able to sell five or six irons, now he is able to sell sets of six to nine irons. Introduced these new matched sets to our members by putting them up for various competitions, etc. These contests prove very popular and when some of our members have won one of these sets the other members soon become interested and desire these new graduated and balanced sets for themselves.

A professional who goes out of his way to be of service to his members is the one who benefits in the long run. To give the members real service you must have a staff of snappy and willing assistants who do the things you, yourself, would do for the members' pleasure.

To make the ordinary **dub** feel just as important as the club champion around your shop is a bit of personal treatment that makes your shop a bright spot.

Treat for Brown-Patch Often Enough

ALTHOUGH this season has been especially bad for brown-patch in the Cincinnati, O., district, the Camargo club has been immune. The greens at Camargo are of mixed German bent. The principal reason for the course's freedom from brown-patch, as stated by Wm. C. Jackson, who is responsible for the fine condition of the club's grounds, lies in the frequency of applying preventive treatment.

Jackson uses calomel, two to three ounces to a thousand square feet of green, applying it in just enough sand to distribute it over the green. Jackson maintains that many greenkeepers whose courses suffer from brown-patch expect an application to last too long. He sometimes applies his treatment as often as two or three times a week when thunder showers are prevalent, making the applications the morning after the rain. The treatment is allowed to remain on the green for two or three hours before watering-in.

Good Sportsmanship and Darned Good Profits



It is good sportsmanship for the Pro to push the sale of Morley Yello Tees—

Because the Morley Yello is the tee that does not and cannot injure the Golf Club's expensive lawn mowers.

And it is also good business common sense for the Pro to push the Morley Yello Tee—

Because he will find that Morley passes along to the Pro a larger profit than he gets on any other high quality tee.

Write to Yello-Tee Division of the
MORLEY BUTTON MFG. CO.
Statler Building Boston, Mass.



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