

mind in citing conspicuous examples of how plenty of lessons are the foundation of pro fortunes. Tommy always receives honorable mention when the boys get to talking about pros who have jack salted away in bulging and comforting lumps. Tom never lost an opportunity to build up his lesson business, to study the best methods of developing pupils and showing a sincere and persistent interest in the games of his pupils.

The result was that Tommy's lessons were so much in demand that some of his members tried to get him so completely booked up by a comparatively small percentage of the club's entire membership that the rest of the members complained. At the start of the year Tom's calendar was clean and available to anyone who registered up to a certain limit. The registrations of the first few days of the season were nearly a sell-out for the year. If the members don't show up at the practice tee at the time they have reserved, or don't cancel their reservations far enough in advance to allow others the time, they have to pay for it. Tommy doesn't have time for tournament play, but he is reconciled to the loss every time he looks at the old bank balance.

The Harrison brothers at St. Louis are the same way. George Sargent is another and he has been that way for years. You'll find him at the lesson tee at the same early time every day, one hour out for luncheon and then back again to give lessons until 4 p. m. He is as regular as a clock in his work, getting to the shop early and going over the work with his boys.

The lesson habit isn't the easiest thing in the world to get established at your club, but when you have it planted right, you're made as a substantial money-maker.

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Day by day, in every way, the pro outlook gets better and better, and don't let them discourage or fool you.

Here's one indication:

Looking casually over tonight's newspaper I saw a full page advertisement of an establishment that heralds itself "the bear-cat bargain center." From its golf goods feature at the top of the page I quote: "Nationally known brands and professionally autographed models go on the BARGAIN COUNTER this week. *Brand names we dare not mention*, but the supreme value you can not fail to recognize." The italics are ours. A couple of

years ago the chances are very strong that the brand names would have been mentioned, pros beaten out of some business, and the manufacturer, if he protested, would have been told, "We paid your bill, didn't we? Then what t'ell are you kicking about."

But those were in the days before the pros' unity and market-making power was made known in print and vocally in no undecided manner. That's a decided achievement to the credit of the pros, and you'll pardon us if GOLFDOM horns in for a bit of the glory and responsibility in this recent and solid progress.

These days no wise manufacturer of first class golf goods would permit demoralization of his price structure and risk of his pro trade and good will by letting his name be mentioned in such advertising. He might get rid of some cheap stuff or antiquated goods by selling them to such outlets. These outlets have their virtues. Their cheap stuff helps to attract new players to the game and money helps the manufacturer. The reliable manufacturer has to thrive if the pro is to prosper. That is the manufacturer who is going to protect the pros against cut-price competition and while so doing protect his own brand name, for it is the most valuable thing he has. The apt Shakespearean lines apply:

"Who steals my purse steals trash * * *
But he that filches from me my good
name, * * *
* * Makes me poor indeed."

N. E. Greenkeepers Issue Monthly

UNDER the editorship of Guy C. West of the Fall River C. C., with Frank H. Wilson, Jr., and James McCormack assisting, the Greenkeepers' Club of New England is issuing a monthly "Newsletter" of 4 pages, containing contributions from members on subjects of interest to the club and brief resumes of advances in greenkeeping technique.

As a means of keeping the association members in close touch with the activities of the organization and also tipping them off to the newest tricks of the trade, the *Newsletter* fills a useful niche.

PROS

If you have changed clubs, send us your new address so you won't miss an issue of GOLFDOM.
