

# Typewriter Divots from Pro Pastures

IT LOOKS like the pros could do with a P. G. A. badge that they could carry around as evidence of their membership. The Greenkeepers' association badge was good for free admission at the National Open, but the pros who were not contesting had to pay, even those who had paid entry fee but failed to qualify. It seems to be one of those little things that no one's ever brought up for action.

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Why wouldn't it be a good stunt to allow all former winners of the Open to play without qualifying. The old-timers would get a great kick out of it, and permitting them to play wouldn't unduly congest the field. There's good golf in a lot of them yet, as the veteran Jack White demonstrated the first day. Jack, being a visitor from another land, was in the Open without the necessity of qualifying.

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Larry Striley, pro at the Penobscot Valley Country club, is one of the live boys who make the pro a big factor in the club's success. He has his hand in everything that will do the establishment some good. One of his activities is writing the golf news for the club's paper, *The Tee*, and a very creditable job he does as a reporter. The women of the club recently held an auction to raise funds for a new locker-room and Larry kicked in with a golf bag for the good of the cause. The advertising he got from this gift did his shop business considerable direct benefit.

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Matt Jans, pro at Sunnyside Golf club, Decatur, Ill., is shooting out a letter to his members that may have some ideas in it for the rest of the boys. Here's what Matt writes:

*Have you ever thought of your pro shop as one of the valuable assets of your membership in Sunnyside? I've selected the best stock of golf merchandise it's possible to get. Each club is individually picked over by me, the other merchandise is the finest the market affords. Other experienced pros and guests of our members have told me that the Sunnyside shop is one of the country's model shops in the character of its merchandise.*

*I've always been especially careful in "fitting" clubs to the individual buyers, and that's a highly important thing in buying clubs. It is a service that you get from the right kind of a pro shop, and nowhere else. I stand back of everything I sell, and am handy for you if anything goes wrong with your purchases so adjustment or repairs can be properly and conveniently made.*

*My prices are right in line, too. Considering the complete service I give on each sale, it is really a bargain to buy from the Sunnyside pro shop. My policy is to operate the shop for you so it will be just as much of a benefit and necessity as the dining room, the locker-room, and the showers.*

*Now is a good time for you to make an appraisal of what's in your bag. Maybe other clubs would be of great help in bettering your score. The matched sets have plainly demonstrated what the right clubs will do in improving a game.*

*Better stop in when you have a few moments to spare and talk over your equipment.*

*I'd appreciate very much the opportunity of showing you and the members of your family some of the new clubs for men and for women that I have received lately.*

*With thanks to you for the patronage and support that you have given me, I am,*

*Sincerely,*

MATT JANS.

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Prospects of a big golf show in which the P. G. A., the National Association of Greenkeepers and the Club Managers association will co-operate begins to look very promising. The P. G. A. has been considering holding a convention for some time. Many pros are strongly in favor of such a meeting and Alex Pirie, president of the national pro body, has been studying ways and means of staging such an event. Pirie, Fred Burkhardt, chairman of the exhibition committee of the greenkeepers' organization, and John Morley, president of the N. A. G. A., attended the National Open where the three of them could compare notes on the advisability of a joint enterprise to be held when the time was deemed right. Frank Murray, who succeeded to the presidency of the Club Managers' organization on the death of Barker

Smith, is a hustling, capable fellow with ambitious notions of achievement for the managers. He is widely known and well thought of by greenkeepers and pros, so that phase of the business would be handled with smooth and effective co-operation.

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The P. G. A. of Southern California now is known as the P. G. A. of the Pacific Southwest, the territory having been extended to include Arizona and lower California. With Leo Diegel down at Agua Caliente the boys figured that a little matter of nomenclature shouldn't keep their old playmate out of the fold and annexed a slice of Mexico to their territory.

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Centralized purchasing has been started by the Western New York P. G. A. Arthur Hellwitz, who writes GOLFDOM from Jack Gordon's golf shop at Buffalo, says: "Due to our buying for cash in large quantities we are able to sell the pro for less than the regular wholesale prices, give him excellent service and still make money on the deal for ourselves. This will keep the golf business where the pro will make his profit instead of the retail stores taking his living away from him. I feel that with these methods and with golf pro co-operation the pro can control more than 75 per cent of the golf business of the country to the satisfaction of everyone concerned."

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A pertinent reminder of the fallacy of generalities comes from Howard Bickett of the Capital City club of Atlanta. Bickett is of the opinion that because some of the boys are being burned plenty by department store competition it is no sign that the whole pro business is shot to hell. He doesn't hold back a bit in stating that he believes the situations frequently are the result of the personal equation. To our way of thinking he hands out some thought provoking dope for the boys in the following paragraphs quoted from a recent letter of his:

"I fully agree with you that the stores are not taking the play away from the pros to a discouraging extent. If a survey were made of the different sections of the country I believe you would find that only in certain cities are the stores getting any appreciable part of the pros' business. If one cared to go into further detail and analyze these cases one is most likely to find the pro is falling down on the job;

literally forcing his members to buy in town if they are to get what they want.

"To my mind what the pro needs is not so much co-operative buying (with all due respect to my good friend Willie Ogg) but co-operative association work. By this I mean having the boys in our association working in absolute co-ordination, not only in living up to our constitution but in their professional ethics and in their organization's control of its members.

"It has always seemed to me that the amount of a pro's sales was an individual matter. It is almost entirely up to the pro whether or not he gets his members' business. I am of the belief that co-operation between the pro and a good reliable store, or stores, in town is a good thing for it not only helps both of them but it keeps them from cutting each other's throat. One of the biggest troubles in the smaller towns, as I view their picture, is the discount business. Everyone is looking for a discount from his next door neighbor and if one tries hard enough he most generally gets such a cut. How some of these discounting stores make expenses, I don't know. For myself, I don't believe in this throwback to the dark ages of merchandising. I won't accept these 'trick' discounts which almost invariably may be viewed with suspicion."

REGARDING attractiveness, it used to be thought that this quality was not really necessary in a tee; that players would go to the tee-ing ground whether it was attractive or not. We know what effect surroundings or environment has on ourselves, when visiting other courses. We know, too, when we go onto a short-hole tee, that it is really unnecessary for such large divot-holes to be there. I should like to see in addition to length of hole and the par-figures on the tee-box, these words, "Tee up your ball; save the turf." I'm certain the majority of players would get better results by so doing.

Some seem to be imbued with the idea that they must take turf with their irons. The wee bit of turf taken "in front" of the ball after a correctly hit iron-shot does not worry the greenkeeper so much. It's when huge cavities are left, and one sees the dried up divots "dead and dying," in front of a short hole tee, that one thinks, is it necessary.—George Allcorn, in the *Journal of the Golf Grnkpr. Assn., England.*