

and becoming lost.

"Because the bags were so useful they were constantly in evidence at the country club all during the golf season and Volk's noticed an increased business from country club members."

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Joe Roseman, a past president of the Illinois P. G. A., handed out a good bit of advice to the boys at a recent meeting of that organization when he counseled the pros to exercise more care in the replacement of divots. Joe pointed out that clubs are not as cordial toward tournaments as they used to be, and advanced as a leading reason for this ice on the welcome mat the indifference of many pros and star amateurs to the preservation of good course condition.

The pro, Joe maintained, should set the example for all the rest of the players for he has more of an interest in the excellence of course condition. The admonition was received with lively applause by the pros, many of whom frankly acknowledged the impeachment.

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Editor and Publisher, the business journal that goes to newspaper men, hands out the following idea to editors. It's something that gives pros a tip on how they can get some good publicity for their clubs and members. The hunch says:

"Golf is rapidly becoming our national pastime. Considering the interest taken in the game and the number who participate in it, I don't think that most sport pages give it enough attention. Why not arrange with the pro or manager at each course in your section to notify you once a week as to the best score made that week and the name of the player? It would make an interesting feature."—Don J. Wellenkamp.

Flop of "Trojan Horse" Worries Its Rider

DISCLAIMING that the ambition is to take the golf goods business away from the pro and have it go to the sporting goods dealer, *Sporting Goods Illustrated*, whose attack on the pro as "a dirty competitor" was commented on in last month's GOLFDOM, now comes to the tee with the statement that the *Illustrated's* story had the object of bringing outfitters and pros into closer harmony.

May be so, but if references to the pro as a "dirty competitor," who "is kept poor

by gambling" and who "must drink with every member," are friendly words and give evidence of a noble intent of a rosy future planned for the pros, then we are all wrong in our understanding of English.

The *Illustrated* headlines its comment on GOLFDOM's defense of the professionals "Pro Paper Objects to Co-Operative Plan." Then follows a second-deck head, "Brands Dealers Price-Cutters; Says Pros Are Best Credit Risk," to which it adds the display comment, "Other Humorous Claims."

Let GOLFDOM again make itself perfectly clear in this matter. We are suspicious of any attempt to work the old Trojan horse trick on the pros, and that's what the *Illustrated's* suggestion amounted to. Why shouldn't the dealers want the pros to go out of the golf goods market, as the pros have made and control this market right now and are getting stronger all the time? Why shouldn't anyone desire to lure a commanding competitor out of his rightful business and leave it to the man who didn't build it? We can't blame the dealers for wanting to do this, for it is elemental human nature. But just as long as we are speaking for the vast majority of the really representative professionals we are going to warn against this invitation to give up the shop profits and become content only with what a pro gets out of instruction. If that is co-operation, as the *Illustrated* plainly maintained it so considered such a surrender, then it looks like the thinking professionals can't be expected to co-operate.

Pro's Pride in Course Pays Greenkeeper

CO-OPERATION between the pro and the greenkeeper is very essential. The pro, with his usual superior knowledge of how the course plays, is usually able to give many suggestions of help to the greenkeeper, and wise is the greenkeeper who can take these suggestions and appreciate them. Too often does the greenkeeper act as if he thinks the pro is attempting to "boss." Too little does he realize that all good pros are proud of the courses with which they are connected, and desire to have them free from criticism. The best greenkeepers are true diplomats, and can listen with interest to all suggestions and advice and use what is helpful, with thanks for the giver.—New England Greenkeepers' Newsletter.