

# Their Friends Prove Pros' Active Major Assets

By HERB GRAFFIS

THERE is no asset in the pro-inventory equal to the friends of the pro. And any pro who is onto his job has plenty of friends who not only go out of their way to help him in a business way at the club, but in all other ways. Above all other things this asset should be protected and developed.

It is probably unnecessary to comment on the fact that pros have prompt entree where a lot of big business men have to make appointments days ahead. The members get a kick out of having the pro seem to go out of his way to pay them an interesting visit so long as he makes it reasonably brief and doesn't wear out his welcome. I know that the president of the P. G. A. is a welcomed visitor at the offices of some of the biggest corporation officials in Chicago, and when he is announced at the sanctum, other business big-shots can wait outside unless the matter is urgent. Plenty of other pros have the same experience. It pays to show the members some attention and get acquainted with them.

I have been noticing in the golf club house organs lately that the good pros are getting plenty of space and praise.

Take this paragraph, for instance. It ran in "The Golf Partner" of the San Diego C. C. In speaking of Roy Tufts, it says: "Few Pacific coast pros are better known or better liked than Roy, and the answer to us seems to be both simple and obvious. Roy Tufts is a pro who is genuinely interested in improving the golf of each and every member and is willing to do his level best with the hopelessly high handicap golfer as well as the crack."

These club house organs are great places for effective pro publicity. Here is another example from the Bonnie Briar News on the Bonnie Briar C. C. (New York district). In behalf of its new pro, Salvatore Du Buono, and "ghost-written" probably by one of the members, the paper prints:

"Sal says:

"I want to thank the members of the

club and the Board of Governors for their vote of confidence in making me the Bonnie Briar Professional.—I'm proud of the club—proud to be here—and I'll prove it by service to the members."

It's not long 'til Spring, now—about seven or eight weeks more—and we'll all be hacking divots again. The course will be tougher next year—those new holes on the back nine will make it several strokes harder.—Will handicap have to be raised — ? — are you going to be a couple of strokes worse—you won't if you'll take advantage of the new driving net on the second floor of the clubhouse. That's the place to iron out your kinks—change your swing the way you always wanted to. You know you never practice—always wish you had time—always knew you could cure that slice—if—well, why not do it now in the driving net—and it's good exercise too.

Sal's there and gives instruction every day and on Tuesday, Wednesday and Thursday evenings—let your left hand know what your right hand's doing—it makes a better swing.

The 1930 P. G. A. championship ought to set a new high standard in big events. The P. G. A. event at Hillcrest drew the biggest gallery in the history of any golf tournament and with the date September 8 at Fresh Meadow, the Hillcrest record ought to be smashed into pieces. The September date precedes the National Amateur which is September 22-27, the world's series and the football season.

Fresh Meadow is conveniently located in the New York district with a fine course and a membership that is very much interested in making the P. G. A. championship one of the greatest events in golf's annals. Benjamin C. Ribman, who has been president of Fresh Meadow ever since the club started, expresses the intention of its membership in stating: "We are more than anxious to bring about a realization of the idea of the professionals, that this year's championship will be the greatest event in the history of pro golf."