

PIONEER GOLF & LANDSCAPE CO.

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122 So. Michigan Ave., CHICAGO

Dealer Paper Promoting Golf Week

Next spring National Golf Week will be started by the same organization which instituted the annual National Baseball Week 11 years ago, *The Sporting Goods Dealer*. Date for the event has not been set. The idea of the drive is to "focus the attention of the entire country upon the health, pleasure and social features of the game." It is expected that the sporting goods dealers will tie into the event well, and C. T. Felker, editor of *The Sporting Goods Dealer*, writes GOLFDOM that co-operation in informing the pros of the event will be appreciated. He writes:

"We are convinced that the entire golf industry will benefit directly from a concentrated period of sales promotion and publicity at the opening of each new season."

All very nice. To all scribes of dealer papers we hope we make ourselves clear, that we are enthusiastically for anything that will promote the game. We just want to see that our side, the pros, get their good and deserved cut at the business.

A National Golf Week, staged at a time when the pro shops are opened and the season's dawn is upon us, ought to be a good thing. If it's staged too early, with the idea of beating the pros to the trade, it will defeat itself. The pros can play this pre-season game better than the dealers when they hop onto it in the manner of Jerry Glynn, whose curtain-raising act is described elsewhere in this issue.

THERE is no good reason why any green should exceed 8,000 square feet in size. If they are larger, the increased expense is out of all proportion to any real advantages.

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