

that his name not be mentioned spoke out plainly on this subject of women's business. He said:

"If the pros let this gold mine be grabbed away by the department stores I haven't any sympathy for the boys when they start to crying about the easy picking being gone. They have the sweetest chance on earth to get women's business for the women look to the pro as the authority on every thing pertaining to golf. Sure, they'll be inclined to chase after the bargains at the stores but any man who is onto his job can offset this by spreading around the word that the club bought at the pro shop is a superior and exclusive product, personally selected by a pro authority, so she is getting something better than most women even have a chance to buy.

"Women like this last line. I sell lots of them clubs when they are south for the winter just because they want to have something that allows them to ease out the information that they "winter in the south." This may burn up some of the other boys for I sell to their members, but they can protect themselves just like I do when I am at my northern club, by making my shop have a reputation for women's clubs.

"You have to give a lot of attention to women's golf business at this stage of the game—or should. Be patient and go over the whole stock with them. Usually in a pro shop there's not a stock of women's clubs big enough to make this much of a job, and that's too bad. When you're sure that they have the club that is right for them it isn't a bad idea to take them out to the practice tee and give them a few pointers on the use of the club. This sounds like a lot of trouble and a waste of time and money, but you have to remember that in the early stages of any business you can't neglect development and chances for free advertising with a view toward the future business."

It's the zero hour for the pro business advance on the central and northern golf fronts so the bright generals of the pro business army had better have their plans for battle with the women's buying sector pretty well laid out or they'll be sobbing about lost chances when the 1930 sales tickets are added up to tell the story of the season's action.

Presidents, send us names of your 1930 green-chairman, greenkeeper, manager and pro.

Greenkeepers' Wives Hold Successful Meeting

DURING the N. A. G. A. convention at Louisville the women's auxiliary of the association held its annual meeting and reelected Mrs. Julia Varn Hagen, wife of the Plum Hollow greenkeeper, president. Mrs. Herbert Shave, Oakland Hills, was elected vice pres.; Mrs. Elmer Affeldt, Glen Oaks, sec., and Mrs. John Gray, Essex, treas.

The women are making a fine practical organization out of this body and each convention sees the feminine attendance increase. They plan to have a record attendance of women at the Columbus meeting next year and to put on a program that will combine business and pleasure in good balance.

The N. A. G. A. and Mr. and Mrs. George Davies of Louisville united to see that the women's program of sight-seeing and other entertainment was interesting. Among the places visited were Lincoln's birthplace, Stephen Foster's homestead, the cathedral at Bardstown. Luncheons at the wayside inns where Kentucky cooking was handled in its native haunts and the Davies' luncheon at the Beach Springs club were gastronomic features of the program.

A trip through Mammoth cave was a high-spot of the women's entertainment program. This was a bit strenuous but at that two of the women and 22 men hoofed the 3½ miles of tortuous underground passages. Mrs. Varn Hagen related that the cave Route No. 1 is something to be recommended for gazelles but for any of the girls who have acquired a tendency toward the buxom, the rough going is something to be avoided.

The business side of the meeting was rather informal but profitable. Many of the women exchanged notes on making their own house grounds beauty spots of their courses and in this work every golf club owes its greenkeeper's wife all possible encouragement. With the so-called boss of the household pretty well worn out after 12 to 14 hours on the course, the greenkeeper's home grounds often look like the shoemaker's kids' shoes. The women got together, compared notes and ambitions, and came out of their huddle with the firm conclusion that if their "old men" don't give them plenty of a helping hand with their own house landscaping he is going to have a tough session.