

purchasing seldom secures low prices or satisfactory service.

Higher standards of golf course maintenance than ever before are insisted upon today by golfers. It costs real money to keep courses up to the required standards. In most cases the necessary funds are forthcoming when the possibilities of the courses are once realized. The ultimate goal is perfection.

### Bright Future for Greenkeepers

The future of the greenkeeping profession is very promising. The golf industry is expanding rapidly and the popularity of the game is continually increasing. New courses are being laid out every season and there are thousands of undeveloped golf course sites beckoning. There is a wide field for competent, well-trained greenkeepers who are both experienced agronomists and business executives. Members of the profession are constantly growing into their full responsibilities.

At the present time there is a surplus of so-called greenkeepers who are merely caretakers. Real greenkeepers with heart and soul in their work have much with which to look forward.

In comparison with other executives, greenkeepers as a whole are underpaid. To a certain extent this condition is their own fault as they have not made proper efforts to secure the recognition to which they are entitled through their responsibilities. As knowledge of maintenance problems is attained by golfers they will become more and more appreciative of greenkeepers.

The importance of greenkeepers was not realized by club officials until recently. They were regarded as merely caretakers or labor foremen. However, it was soon found that courses would not run themselves and that the investments were too large to be left in incompetent hands. Greenkeepers today are important club executives and probably spend half the annual payments by golfers of United States.

Confidence is the keystone of greenkeeping efficiency. As executives, greenkeepers must always keep foremost in mind the best interests of their clubs. By this attitude they will best enhance their own personal fortunes. Golf clubs have most appreciation for greenkeepers who are alert in their interests. Clubs which put full confidence in their greenkeepers are likely to get the best services. Green-

keepers like to show appreciation by maintaining courses as economically and satisfactorily as possible. The desire of all greenkeepers worthy of the name is golf course perfection.

## Illinois P. G. A. Plans Profitable Year

AT the best attended meeting in the history of the Illinois P. G. A., held April 21 at Chicago, plans were laid for a newspaper advertising campaign that will employ space in the Chicago and a few of the down-state newspapers over a period of 16 weeks. Small space with bold display of the high-spots of the pros' case for the players' business will be used. Radio broadcasting also is in prospect.

A tie-up with the newspaper advertising is to have display signs in the shops of the members. Changes of display cards to go in the frames will be furnished so new cards will bring the newspaper advertising's force up to the point of sale.

Although the greater part of the association's membership is in the Chicago district the association intends to devote quite a little attention to the interests of the other professionals in the state this year. Employment, club official education, protection and development of the pros' shop business and a varied tournament schedule comprise the major features of the Illinois P. G. A. 1930 program.

A lively drive for new members is in progress so any professional desirous of joining is invited to write Edward Gayer, Sec., Illinois P. G. A., at the association's city headquarters, room 604-236 N. Clark St., Chicago.

## Jack Dillon Out of Boston Hospital

JACK DILLON, well known wholesale golf goods distributor of Chicago, has returned to his home after a long siege in a Boston hospital. During Jack's absence his business and office at 20 E. Jackson, Chicago, is in charge of P. Norman, a likeable and active kid. Norman's pro sales have been such that they have eased the stiff rap of the sick-bay for Jack. The Norman boy is adding items for sale to managers so the selling costs and waste time per club will be cut down.