

Gates' Appointment as Aide Pleases Pros

PROS have received the news of Albert R. Gates' appointment as business administrator of the P. G. A. with enthusiasm that augurs well for the effectiveness of the new official's operations when he takes office, officially, May 1. Mr. Gates has been informally visiting some of the P. G. A. sectional officials, getting a line on the problems that must be handled in order and forming close-up personal contacts.

None of the experienced pros thinks that Gates will have anything like a soft job, or that an immediate and happy correction of conditions adversely affecting the pros will result from the appointment of a business administrator. However, in the confidence that the work is to be prosecuted by the full-time activity of a capable and responsible man, the pros are hailing the Gates' advent as the dawn of the era P. A. G. officials have been striving toward for some years.

As representative of the opinion of pros whose long experience has given them a clear view of the prevailing problems, GOLFDOM prints the following comment of Edward Fitzjohn, the well-known Albany (N. Y.) veteran. Mr. Fitzjohn says:

"In getting a man of Albert Gates' high standing as a golf official to act as the P. G. A. business administrator, the P. G. A. is to be congratulated in securing one of such experience and repute and the P. G. A. officials are to be strongly commended for making the greatest single stride forward in the history of professional golf.

"Pro business men will agree that there are many evils existing in the pro golf situation today. There are none of these bad spots, however, that can't be eliminated. This campaign of cutting certainly is due to start and for a beginning, permit me to suggest a show-up of the self-styled pros who are preying on the public's ignorance of the lack of ability among these masqueraders. The pseudo-pro is out for the money alone; so the sportmanship and service constituting heavy assets of the real pro do not have an opportunity to be impressed upon those who

fall under the perilous influence of the one who, without due license, claims to be a professional.

"This condition is most injurious to the competent pro because it not only robs him of his merited income but in some cases it injures the prestige for which he has worked patiently and thoughtfully for years. The self-styled professional seems to think all he has to do is to caddie, possibly become a caddie-master, and to play a half-way decent game. Once this is accomplished, he decides that he has arrived at the point where he can assume the role of golf instructor. Is it any wonder that the idea gets around among budding golfers 'that golf lessons are the bunk'?"

"This is a serious blow to the good pro's cause, and it is being delivered frequently. I know this to be a fact for I have many pupils who have been under such utterly unqualified instructors come into my winter school. The straightening out these misguided aspirants require must be so drastic that any conscientious professional has a real job to undo the harm.

"Let the new business administrator of the P. G. A. give his attention to the urgent importance of getting over to the public that all are not pros who proclaim themselves so, and he will be protecting the competent and qualified members of the P. G. A. against loss of business and professional standing, and make the line 'Member of the P. G. A.' have real value to the one who is entitled to put it on his stationery and other advertising."

The house organ of Bell and Howell, *Filmo Topics*, gave the pros a good plug as diagnosticians of home-made movies of golfers, in the April issue of this magazine which is sent to many thousands of home-movie outfit owners. Reference was made to the pioneering motion picture instruction by Eddie Garre and Parker Noll and to the story by George Sargent on golf instruction with the movies, which appeared recently in GOLFDOM.