

fers. The pro and Henry Ford are about the last of the vanishing American price maintainers, and the manufacturer who has been through the mill in the golf business does not need to be reminded that the preservation of this pro virtue is vital to manufacturing profits.

### The Customer's Part

So far we have considered only the manufacturers' menace in this prospect of the disillusioned newcomers getting panicky. But the golfer, after all, is the big shot. The pros' importance in protecting players against the temptation of trading good dough for bad clubs never has been conspicuous as it will be this season. Judging from early indications of the 1931 lines of golf clubs the player who buys a new brand in June or later will stand about a 1-to-4 chance of getting his money's worth even if he pays as little as \$2 a club. There are some of the new manufacturers who are going about this business in a careful way. They are getting the benefit of pro advice in design and construction and are expecting a tedious grind before they cut into their share of the large, growing golf market. But three-quarters of the new folks in the field haven't the slightest idea of what it's all about and it will be all over for them before they learn.

Thus the teeing order for the 1931 season presents the pro with the greatest chance of his life if he is a studious, smart and active merchant. The alleged pro who thinks he can sit back on his bunzoon and let the jack casually drift into his mitt, had better sign off in his pro job and try his luck at an apple stand. If he doesn't, he is an absolute danger to the rest of the profession at this time when both the players and the good manufacturers expect the able pros to take command of the situation.

It's no inviolate secret of the order that more pros have ruined jobs for the entire profession than have been ruined by all other factors combined, so the impending situation calls for the boys to be their weak brothers' keepers during the crucial period. It may make some of the touchy boys sore to have others of the tribe make suggestions as to better merchandising at ailing spots, but it has to be done, and should be taken in good spirit.

Frequently it has been demonstrated that heaven must be on the pros' side as opportunity keeps rapping at the pro door until its knuckles get calloused. Again

this year opportunity raps to awaken the pros to cashing in. They can answer by steering golf marketing away from a crisis that can be made abortive if the able pros and substantial manufacturers work together in a foresighted, thoughtful manner.

### Green Section Seeks Out-of-Print "Bulletins"

**C**ERTAIN back numbers of the Green Section *Bulletin* have long been out of print and these missing copies are badly needed to complete the files at State Experiment Station libraries and other institutions where they may be used for reference.

Golf clubs are urged to return to the Green Section any of the below listed issues of the *Bulletin* they may no longer need:

1922—All numbers.

1923—January, February, March, April, May, June, November, December.

1924—January, February, March, May, June.

1925—June, July, August, December.

1926—January, March.

1927—February, April, May, June, November.

Co-operating clubs should send copies of these missing numbers to P. O. Box 315, Pennsylvania Ave. Station, Washington, D. C.

### Bezek Again Heads Mid-West Greenkeepers Body

**M**ATT BEZEK, Beverly C. C., Chicago, was re-elected president of the Mid-west Greenkeepers' association at the organization's annual meeting and dinner, Jan. 7. Other officers elected: First v. p., Alfred Buller, Chickaming C. C.; Second v. p., Ralph Johnson, Medinah C. C.; Sec., A. L. Brandon, St. Charles C. C.; Treas., Fred Kruger, Olympia Fields C. C. Directors elected: Fred Ingwerson, John MacGregor, Gus Graham and Alex Binnie.

Mid-West reported a thriving year with a busy schedule of practical indoor and outdoor meetings contributing to the technical advance of the association's members and the betterment of their course operations.

The feature of the annual meeting was the outline of the successful MacGregor method of greenkeeping at Chicago G. C., in the address of the club's green-chairman, I. R. Allen.