

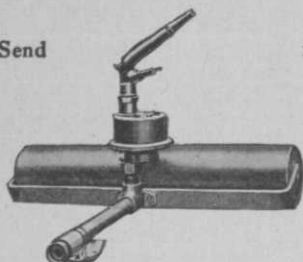
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were the only two who made the complete tour.

"Of the 19 Open events on the circuit, eight of them were originated by the P. G. A. tournament bureau."

Harlow's reference to the activities of the tournament bureau in building up the playing pro tournament payroll shows that it is very much to pro advantage to have this work prosecuted to the fullest extent. The pros get more money, the communities get more publicity and golf gets more advertising and sales development from these tournaments. How, then, to finance the bureau? Some of the pros who compete in the tournaments are not P. G. A. members, certain men in this group being unable to qualify under P. G. A. business practice requirements. But at that, President Hall of the P. G. A. is keenly aware of the advertising possibilities of the tournaments and wants to work out a plan that will make effective use of the tournament bureau in extending the market for the game and pro service. Just what can be worked out in balancing these two elements still is problematical.

The manufacturers who benefit from the direct advertising and market development of the tournaments also have an interest in the matter. Most of all, though, the playing pros themselves have—or should have—star roles in the operation of the tournament bureau. Either they will get together quickly in establishing a sound and far-reaching platform upon which the tournament bureau can work or run a serious risk of being identified eventually as eggs that slayed the golden goose.

Mid-West Greensmen Hold First Outdoor Meeting

FIRST 1931 outdoor meeting of the Mid-West Greenkeepers' Ass'n was held April 27 at St. Andrews, 36-hole layout in the Chicago district, where L. L. Lowe has just taken over the grounds superintendent job.

The morning was devoted to an inspection of the St. Andrews courses, after which the greenkeepers met for discussion of several important association matters around the lunch tables. An informal tournament was played in the afternoon.

Most important of the matters taken up was the question of whether or not to change the name of the organization from "Mid-West Greenkeepers' Ass'n."