

show-window advertising space. The service value to the members of the club is hard to estimate as their emergency buying requirements are met with standard priced, known merchandise from the established and reliable shops of the community.

### Chance to Serve Women

Such deals are being worked out satisfactorily in many of the metropolitan districts between the pros and some big stores, but so far as GOLFDOM has been able to learn, not more than a dozen pros in the smaller cities have made such arrangements. Wilson harbors the hunch that eventually some service along this line might be developed for women members, although the globe-trotting shopping habits of women are such that the pro shop selling probably would be confined only to exclusive merchandise, probably of a novelty character.

One of the strong points of the deal is the amount of stock that it permits Wilson to display in his shop. To handle apparel business successfully requires an expert selection of merchandise and plenty of stock. The pro or merchant can't afford to have too much money tied up in slow-moving stock, but with the merchants' close watch, such as is maintained in the Burlington operation, it doesn't take long to find out just what sort of stock is right for the pro shop.

Wilson, by the way, is another one of the fellows who conducts group lessons for the youngsters at his club. Each Saturday from 11 a. m. until noon, Dan gets the kids out and gives them a class lesson free. The kids go for it strong.

### Greenkeeper as Poet Tells of Perfect Day Dream

**WILL SMITH**, course superintendent for the Red Run (Detroit district) G. C. recently contributed "An Ode to Us Greenkeepers" as a feature of "Out of the Bag," the club's journal.

Smith makes no claim of his poem's meter being as smooth as a Red Run green, but he does maintain that the literary effort presents the mirror to nature.

Here are his lines:

Sometimes weeds, sometimes worms, and  
sometimes it's the weather;  
Sometimes, gol darn 'em, they all come  
together.

Sometimes it's golfers who've had a bad  
week,

Who try to play golf when they should  
take a sleep.

Sometimes it's the water that comes with  
a rush,

That turns the nice turf to a terrible mush.  
Sometimes it's weeds that come overnight,  
Golfers then say "What a terrible plight  
For the bird that's supposed to have this  
green right."

Then the dear little worms that come with  
the dew

Make the greensmen use language that  
turns the air blue.

Sometimes it's frost that comes late in  
May

When good old summer should be here to  
stay.

Sometimes it's the wind that blows like  
Sam Hill,

That puts the devil himself in that little  
old pill.

Then one fine day the weather, it's right,  
The course is just lovely; a wonderful  
sight,

The golfer feels fine as the sun it shines  
bright,

He can't miss a shot, though try as he  
might.

Then someone sings out: "Bill, the course  
is O. K.,"

The greenskeepers' dream of a perfect  
day.

### Vulcan Pro Shop Hanger Takes Member's Tip

**STATEMENTS MADE** by Freeman T. Eagleson, Columbus attorney and club member, who told the P. G. A. business conference the pros would get more business if the members realized the pros' position and service, continue to have an effect on pro merchandising policy. The most recent happy reflection of Eagleson's comment is in an attractive display sign the Vulcan Golf Co. supplies to pro shops. This display card reads:

#### TO THE MEMBERS

*So long as golf remains a gentleman's game, loyalty to your golf professional is requisite to good sportsmanship. His counsel helps to lower your score. He works hard to make your game more enjoyable. His knowledge of the proper equipment to suit your individual play is valuable knowledge. Let him outfit you correctly. He is always on the job to serve you with an economy that goes deeper than bargain price.*