

That's positively painful because of all the places where a smart pro, given latitude to work out his ideas, could make money for himself and his employers, the fee courses are the foremost. The same thing holds good at the public courses because the value the public receives from this play facility depends a great deal on how the pro service functions at the plant.

Take the average private 18-hole club. It has about 300 active men and women players who constitute the pro market. At the usual fee or public course in any good-sized district there are at least 1,000 fairly habitual players in the course of a season. What a vastly increased market a pro has there as compared with the field before the private club pro!

The fee course pro is master of his own destiny if he works at bringing players to the course, either as individuals or in trade or society tournaments. The more players he brings in, the more money he makes for the owners of the course and the more money he makes for himself.

Sell Selves to Owners

It is perfectly true today that the majority of fee course owners don't realize how getting a good pro on a mutually profitable basis means more net cash to the owner at the end of the year. It also is true that many municipalities don't pick fully qualified men but try and operate with the man who will work for the least money. Correcting that situation is a propaganda job for the farsighted individual pros, and the national and sectional PGA organization. What has to be done is to show these fee and public course officials that there are plenty of good business men in pro ranks—men whose employment at a good price will be a bargain. That work has to start by the pros talking about themselves being business men, capable to handle their problems like other retailers handle problems without throwback to methods and policies that are inferior and antiquated in 1932.

When pros enter into any club buying deal that insists on cash in advance from PGA members it looks to me like there is lack of consideration given to the building up of pro reputation for business, at least with respect to credit. The inference from such a deal is directly contrary to the facts of PGA members' credit being excellent as small retailers go. However, those who might be considering hiring a good pro for a job with a good guarantee and opportunity won't go prying much further into

the credit picture with the hasty, but erroneous conclusion that was set before them by the ill-starred assembly deal.

That's one of the incidents that we might have been able to pass over in former years but now every little movement of the pros and their organization has a meaning all its own.

The unemployment situation again emphasizes the importance of pros' individual and collective action. Think about there being 5,691 golf clubs in the U. S. and only 3,079 pros in club jobs, with probably 400 pro-greenkeepers added! You know, too, how many municipal and fee courses are going without pros, and how a good pro at any of these places would make money for all concerned.

I mention that employment angle to show what a big field the pros have before them as a major detail in solving the pros' problems. Whose fault is it that these jobs are open? It's our own. It's something that we as pros can't blame on anyone except ourselves because we need to do more of a job of selling ourselves as a group.

It looks to me like every fellow who keeps constantly whining about the pros getting a raw deal is doing the pro cause far more harm than he can conceive. There are evils in the golf business adversely affecting us that are not our fault. We can attend to them in due time but in the meanwhile let's see that the fellows get a different angle on the picture now and begin their job of putting the golf business on a perfectly happy and profitable basis by starting at the same place charity begins—at home. We've got a great story to tell for ourselves but I'm saying to a lot of the boys they are making people unwilling to listen to us on any subject because so many of our number keep eternally whining for help instead of thinking out and working out their own salvation.

Book Wanted

R. OTTO PROBST, treas., Erskine Park G. C., 334 N. Hill st., South Bend, Ind., wants copy of Colt and Alison's *Golf Course Architecture*. Will pay \$5 for copy, which is premium over published price. Write him before sending copy.

SOME WELL constructed fee courses tried to boost trade by 25c green fees during latter part of 1931, but the cut was a decided flop as a business getter. Maintenance suffered to extent that future repair cost will be heavy.