

P. G. A. Counsels Pros to Be Good-Will Ambassadors

DISCUSSION about the valuable potentialities of the tournament golfers as the advertising department of the pro business and the game apparently was made a very live issue by the appearance of Bob Harlow and Gene' Sarazen as tournament player mouth-pieces at the PGA convention last November.

Further interest was aroused by the publication of Pacific Coast comment by Arthur Langton in December GOLFDOM, to which R. W. (Doc) Treacy replied in January. Langton, in a letter to GOLFDOM's editor, wants it made perfectly plain that he is 100% for the tournament players. It is fairly well known that Langton and many of the tournament aces are bosom buddies. As a matter of fact Langton comes pretty close to being in the greenkeeper-pro class instead of being identified by the general term of pro-greenkeeper, if you grab that nice distinction in the vernacular.

He tells GOLFDOM his main criticism was directed at the loose remarks some of the trouperers make in alibiing their inability to score, blaming the course. This whine, directed at greenkeepers whose budgets have been unmercifully slashed, naturally would prompt some thinking about the tournament prize money being retained in the budgets.

PGA Takes Action

The PGA has taken timely and positive action in a letter sent to all members over the signature of Alex Pirie, honorary president and chairman of the tournament bureau. This reminder, which is heartily endorsed by substantial and thoughtful professionals, reads:

The Professional Golfers' Association of America, in assuming responsibility and full control of the Tournament Bureau, does so with confidence that tournament golf will be greatly benefited, and with confidence that each of its members who enter and play in tournaments will act as the good-will ambassador of the Association while he is the guest of the town or club staging the event.

The number of tournaments and the amounts in prizes to be awarded in the

events of this winter's season, despite the depression, indicate that the great majority of the boys must have been, in fact, good-will ambassadors in the past.

This majority must be brought up to a full one hundred per cent of the Association's membership.

Club members, committees in charge of events, and greenkeepers naturally resent unjust criticism of their home courses, or of tournament management. Some representatives of the press are eager to relay damaging stories to their papers. Galleries take home to the four corners of the country the news of what they saw and heard.

The public eye is on the professional, and his acts and words must be such as to uphold the honor and traditions of the Association.

It is the hope of the Tournament Committee that before this winter's season ends, it will be known to golfers on the Coast and in the South that membership in our Association is synonymous with sportsmanship and gentlemanly conduct, on and off the course, and that members will help us to this objective by reporting to the Committee their observation of things prejudicial to the best interest of all of us.

Greenkeepers' Side

A letter from a Colorado superintendent gives another slant on this situation. He writes:

"I have read with interest Mr. Treacy's reply to Mr. Langton's reference to some of the tournament players. I will say that if a golf course superintendent is alive, his friends will not listen to some of the loose cracks made by lightweights who wander around as pros.

"We had a laughable experience with one of these free-talking unfortunates. He paid a visit to our course and our little pro made him look like a punk. Now, where I came into the picture was when the visiting so-called pro complained about the course even to the extent of saying that the cups were too small. The cups were standard and bought from a GOLFDOM advertisement.

"The pro never has played here again. Our officials wouldn't let him on the course

another time. This fellow is no stranger to you and to the pros but the pros continue to let him damage their standing.

"The boys don't want to forget what things used to be like. It was not so many years ago that I saw (a now prominent pro) struggling along with a golf bag on his back in Florida. I gave him a lift and made it possible for him to play some courses there. He told me himself that he had been refused permission to play several courses.

"This is a world where it behooves a man to boost rather than knock; the booster gets invitations to come back.

"The world does not rotate on the lips of these loose talkers, although they have yet to learn this. When the good and gentlemanly pros get this condition under control it will be far better all around."

Teacher, Gentleman and Scholar, Pro Marks, Says Goss

FROM DAN GOSS, pro at Highland Park G. C., Birmingham, Ala., and prominent in PGA circles, comes another comment on what makes a good professional. Other professionals have given their ideas on the subject in previous issues of GOLFDOM, so Dan's remarks close the session.

Before clubs blindly sign up any fellow who will work for little or no money it's not a bad idea to review the other comments that have appeared in the recent issues of GOLFDOM on qualifications of a good professional.

Goss, who long has maintained that "pro" is a poor word for describing the duties of the man in charge of the playing department at a golf club, says:

"The best answer that I know to the question 'What should be the qualifications of a good pro' could be obtained from chairman of the green-committee if he'd get that ugly word "Pro" or "Professional" out of his mind when he went to hire a pro.

"The very word—and heaven's knows where it came from—is a black mark against the boys.

"Unfortunately the word professional as applied to golf instructors doesn't seem to have the significance it does when referring to a doctor or lawyer as a professional. Rather to some—and more than I like to think about—the term places golf instructors in the same category with a professional fighter or wrestler.

"What would one look for if they went

out to get a professional music teacher? What would be expected from someone employed to teach fencing—colleges employ them you know. And incidentally have you ever heard an expert swordsman; or one deft with the rapier, referred to as a professional fencer. Never. He's either a teacher or instructor.

"Whoever is selected should above all things be a gentleman; not a venerated one, but one whose life's teachings have taught him how to act under any circumstances. Second, he should be able to meet the public. Third, he should know the fundamentals and mechanics of golf. Fourth, he should be alert enough to be able to know what his members want and inherently honest enough to see that they get it at the lowest consistent cost. Fifth, he should be willing to make the town in which he is employed HIS TOWN and become part of the city as much as one born there. It is obvious that he should be able to teach soundly, properly and accurately. There are men like this. Some are seldom heard of because they don't win tournaments. And hiring a pro simply because he is a top-notch is as logical as hiring Pepper Martin to replace Mugsy McGraw as manager of the Giants.

"Need I say more?"

Sliding Scale for Fee Course Holiday Rates

A SUCCESSFUL METROPOLITAN daily-fee course put into effect a sliding time schedule that worked out well during 1931. The schedule which was adopted for Saturdays, Sundays and holidays was:

Before 6:30	\$1.50
6:30 to 10:30	2.00
10:30 to 12 M.	1.50
12 M. to 3:30	1.25
3:30 to 5:0075
After 5:0050

Above charges were limited to 18 holes. Those starting after 12 noon could play an additional 18 holes for 50 cents. The all day rate for play was set at \$2.50, with preferred starting time privileges being granted.

JIM FOGERTY, pro at Osage C. C. (St. Louis district) gives a motion picture golf lesson instead of shop merchandise as blind bogey prize. The member who gets one of these lessons as a prize buys some more of them, they're that good.