

of luck, because this operation of yours would be conducted primarily as a matter of player protection.

"Through advertising you could promote the sales of the professionals as fitters of golf merchandise. After all, the fitting of golf clubs and other equipment is about as important as the merchandise itself, but the pros are a million miles away from getting this story over.

Plan Will Control Gyps

"From what you have showed me in your business papers, the manufacturers of first grade golf clubs have been having trouble with the 'woodshed' manufacturers. You could control this by withholding the P. G. A. stamp of approval from these 'woodshed' manufacturers and it probably would be a great thing for the growing army of new golfers, for they would buy clubs that would last them and serve them for a number of years instead of being lured into the purchase of cheap, worthless stuff that is poorly designed and poorly made.

"You tell me the pros have done a business of \$26,000,000 this year. The other outlets must have done equally as much. Say, that on balls, clubs, bags and tees alone the gross annual business from all sources was \$40,000,000. I think that figure is conservative. Take a half of one per cent as the license fee on goods bearing the P. G. A. mark of endorsement as being value for the players' money and you would have \$200,000 a year coming into the P. G. A. treasury for use in promoting golf.

"Tell me that golf is a Scotch game, and then overlook a proposition of good business and golf promotion like this!

"What you fellows need is to have your officials and members study the possibilities of this sort of a plan for building the game, building the good pros, building the good manufacturers and commanding the market. With that P. G. A. stamp built up along these lines, membership in the P. G. A. would become an absolute necessity for any pro who claimed to be a competent pro. You would be controlling pro personnel as well as the store business by this stamp and the advertising it would finance.

"I'll make you a bet at even money that you can say 'P. G. A.' to 80 per cent of today's golf players and they don't know what it means. And you, with the answer pawing right at your doors, apparently are trying to scare it away.

"I've worked with some of the biggest

manufacturers in the country, some of the biggest chain store systems, and some of the largest department stores, and none of them ever had the wide open merchandising opportunity you have.

"You may resent this, and tell me that it is the national pastime for everyone to tell the pro how to run his business. Well, a lot of your fellows are mighty anxious to learn how they can improve their business, and so are you, or you wouldn't be listening to me. So like it or not, this is my idea and I think that it's not only an opportunity for the Professional Golfers' association but it's one of their responsibilities as I read the very first part of their constitution that you showed me."

We've told the yarn that was told to our pro friend. Now, if you have any penetrating criticism to advance, for or against, shoot and GOLFDOM will print it gladly. We're not going 100 per cent for the idea as extemporaneously expressed but, at the same time, we are convinced that there's a vast volume of good in the hunch as it was set forth.

Jersey Greenkeepers Close Season with Big Party

GREENKEEPERS' ASSN. of New Jersey finished its 1931 schedule with its annual election and the customary wind-up dinner and ladies' night. The party was held at Newark A. C., December 7.

Officers elected for 1932: J. Anderson, president; M. Finley, vice-president; E. Stroud, vice-president; A. Burton, treasurer; E. Stroud, secretary.

Speakers at the dinner were the retiring president: H. T. Isleib, Dr. Howard Sprague, Prof. Evald and Messrs. Hayes, Taylor and Arnott.

Among the women guests who graced the affair were Mesdames—J. Anderson and daughter; R. Bullock, E. Stroud and daughter; Howard Sprague, C. Snelka, P. Flynn, J. Hoile, E. Fogerty and H. T. Isleib. The girls managed to pry their spouses onto the dance floor in concluding the evening with a merry session of hoofing. The feature dancing of the evening was done by Messrs. Miller and Riley. According to GOLFDOM'S star under-cover man who reported the party, Riley's dancing was especially active and reminiscent of a bending gentleman being suddenly hit in a vulnerable spot by a wild drive. But then, the rest of the boys are apt to be too harshly critical of a good dancer.