

mechanical division of his department at the service of his pro. The pro found that his shop efficiency improved miraculously when his mechanical equipment operated properly. A pro's suggestion on the alteration of a green cut maintenance costs on that green 15 per cent, and made it far more playable. A clubhouse manager asked the greenkeeper to supply him with boughs for decorating the clubhouse. Trimming of certain trees on the course improved the beauty of the layout and supplied the boughs. A pro made up some unique menu forms that advertised his shop. A saving in the house and additional business for the pro was the result.

Team-work that Pays.

A pro saved the job of a greenkeeper by timely opinions expressed to the members at a time when the forces of nature were all opposed to the successful maintenance of the course. A greenkeeper made an arrangement with the pro to return all balls found by the maintenance force. The result was a profit to the pro for returned balls on a reward basis. Many more incidents of this type come to mind, but they all indicate but one thing; the value of co-operation.

It is obvious that every man is more gifted along one line of endeavor than another. After the long drag, the unselfish use of such ability will find him smiling and successful. Square dealing is still a virtue, and is paying bigger dividends every day as we pass thru this morass of depression. Graft and selfishness go hand in hand, and both are producers of waste. Waste will have to be eliminated, but graft and selfishness should be scrapped as the first move to bring about the better condition. A little more altruism and a lot less pessimism on the part of all golf employees will answer to a large degree the question of the fall report on the golf business.

Western Michigan Pros Band in New Group

ABOUT 15 PROS assembled at the Battle Creek (Mich.) C. C., April 25, as guests of E. W. Harbert, Battle Creek pro, and formed the Western Michigan Professional Golfers association. Frank Sprogell, Kent C. C., Grand Rapids, was elected president; E. W. Harbert, secretary-treasurer, and Frank Kennett, Kalamazoo C. C., chairman of tournaments committee. Directors elected are the officers and

Louis Shiapetta, Jackson; Blake Miller, Lansing; George Tuttle, Muskegon.

Purpose of the organization is to bring the Western Michigan pros together for neighborhood tournament play and confabs more frequently, as the state's western pros could not make the events held in the eastern part of the state. This organization has no connection with the national or Michigan state PGA, although most of its present members are affiliated with the national and state bodies. Some of the members of the new organization, it is expected, will become members of the state-wide body as a result of the contacts made possible by the new arrangement.

Early season business for the Western Michigan pros' has been held back by a cold, dark spring, according to reports at the Battle Creek session, but the boys are keyed up and confident they will get through the season in reasonably good shape as the sun has to shine some time.

Golf Official Gives Bright Business News

A. C. HOPKINS, veteran Scripps-Howard newspaper man and syndicate feature writer, writes the *Spoon*, house organ of the Maketwah C. C. (Cincinnati district), to hand out some dope on the general business situation. Hop's hunch is just simple enough to listen convincing to us. He states:

"I'm still a believer in the return of better business. For one thing the world is out of everything. I mean that, literally, and I'm one. We, millions of us, need new cars, clothes, carpets, rugs, shoes, and God knows what. There are ten million buildings in the country that are crying for paint. I'll not live as did my old grandfather Hopkins. He never earned more than \$1.50 a day in his hard life. He existed and he never really lived. I demand luxuries, comforts, the highest standard of living and you can multiply me by millions. Just give us the smallest kind of a break and see us hop into the market and begin buying things.

"I'm damned if we will take perpetual economizing on the chin. I have run my car 54,000 miles. I can get along but I don't wish to get along. My assistant has 53,000 miles on his dial. He is a potential customer. I went home with a prominent realtor the other night. His car has done 101,000 miles, and he's waiting. There is an army of us."