

make more of a play to the youngsters. The impressionable minds of the kids gave the pros who made themselves juvenile paragons great opportunities for coming out on top in the survival of the fittest deal now going on at top speed in pro golf. Kids classes he boosted for many reasons, not the least of which was that the parents can't afford to send youngsters for pay lessons, as they did formerly, and that the pro owes the introduction to the game to the children as a public service.

There is a serious economic waste in not taking advantage of the pros' knowledge of golf by employing at least some of it in course maintenance, said R. W. Treacy, in talking on pro greenkeeping. At the same time, there was a danger of pros getting in over their heads in applying for pro-greenkeeping jobs where they were not qualified. The pros have lagged behind the greenkeepers in getting after business education, said the PGA secretary, who cited cases of pros being anxious to handle greenkeeping jobs, but never going to the trouble of attending many of the valuable greenkeeping short courses available during the winter.

Shortage of Pros and Greenkeepers!

Treacy shocked his hearers when he said that there was a shortage of 1,500 first class pros and 1,000 first class greenkeepers in the country. He said he made this estimate not because there were so many fellows looking for jobs, but because of the lack of qualifications to properly handle jobs. Because so many of the club officials know nothing of the right qualifications of pros and greenkeepers, the education of unqualified men up to a proper standard, or their elimination, was a responsibility pro and greenkeeper organizations would have to assume for service to clubs and members.

"The pro is the golf host," said Harry Radix, president of the Chicago District GA in starting a brisk address. "If he makes every member feel as though he has been received with cordiality and good service, the pro job is being well handled." Radix criticized the displays in many of the pro shops he has seen and regretted his finding because he realized that when a pro lost a sale in the small market a pro has, it was hard to make it up. He advised featuring leaders each week-end in pro shop merchandising. The pros' deportment at clubs he considered as a delicate problem generally handled with great judgment. He counseled that a pro ex-

tend his interest to all members of the club instead of being associated too much with only a small section of the membership.

The importance of the season's schedule at a club in connection with pro profits and member interest warranted the attention of every alert professional, said Herb Graffis, GOLFDOM's Editor. Graffis referred to schedule preparation as a job every pro should kiss himself into as a service to the men's and women's committees. He cited instances of the increased interest of women in golf as suggesting more mixed events and particular attention to the women's schedule.

As good advertising for any pro Graffis mentioned the women's Western Junior championship possibilities. This event will be held at Park Ridge (Ill.) CC, July 9-12 and pros in the midwest would be well to begin developing juvenile talent for this event without delay.

Massachusetts Short Course Alumni Elect Wanberg

PAUL WANBERG, superintendent of the Weston (Mass.) CC, was selected president of the Massachusetts Greenkeepers' Short Course Alumni Association at the group's organization meeting.

Clinton Bradley was selected vice-president and William Nye, secretary.

The eight short courses under Prof. Dickinson have been attended by 140 men.

IF YOUR club has a swimming pool, a Venetian Night makes a great entertainment feature. Swimming, music, decorations and Italian grub give the event a gay air.

Manager Edward Newhart of Knollwood CC (Chicago district), who stages some great parties at this swanky establishment, considers the Venetian Night affair the highlight of the annual fixtures.

CONSSENSUS of manufacturer and pro opinion is that the pros' big day is coming back with the new code. The general idea of the codes is to equalize prices.

With prices equalized there is no sense of a member going downtown; quality and service will determine the point of purchase. If a pro can't show a plainly better deal on first class quality or at least equal quality for the same price, and on expert service, he had better get out of the business.