

dren, news and statistical information that has been presented in golf's time on the air.

Maybe some local newspaper fellow helps Davies with this; I don't know, but regardless the Davies information, his close-ups, his reportorial energy and nose for news, his judgment on what the golfers and non-golfers want to know about the game stand out as a strictly Davies factor.

With all the local time that's being given to golf on the air GOLFDOM submits to the PGA that one of the smartest things the PGA could do right now in its publicity work is to get mimeographed copies of the Davies broadcasts and send them to every radio station in the country as samples of radio handling that makes golf a radio program topic of keen general interest—something that will get the people tuning in when the golf talk is on.

Some day—perhaps not long in the future—golf is going to come in for a good piece of radio program money so far as the playing stars are concerned. When that time comes the whole games can thank this Davies for tipping off how to handle broadcasts.

PLAN BUSINESS

Illinois PGA Meetings

Focus on Pro Profit

A PRELIMINARY conference of Illinois PGA committee officials paved the way for a general meeting held a week later, April 22, and which was pronounced by veteran PGA officials the most interesting meeting in Illinois PGA annals.

Among ideas adopted by the Illinois PGA for this year are playing of pro-boy and pro-girl contests at public parks in the Chicago district as a junior development; pairings for pro-amateur and pro-pro events being "hat-picked" so the same fellows won't always play together and younger pros get a chance to play with stars, and a conference dinner with men and women officials of sectional organization as guests.

Golf promotion among school-age youngsters is to be a featured part of the Illinois PGA work this year. Pro notables of the district are to contribute their services gratis in this work. The association has engaged the services of one of the smartest publicity men in Chicago, Ted Sills, who is working with Pres. Hor-

ton Smith, Sec. Tom Walsh and other officials in bringing the details of pro service and pro value before the public.

At the April 22 meeting, Douglas Tweedie, prominent and widely known Spalding official counseled the pros with some sound, inside advice on handling club relations, personnel, merchandising and manufacturers' relation problems. W. E. Hall, credit manager of Wilsons outlined pro handling of accounting. He presented a simple system described elsewhere in GOLFDOM. Larry Rutherford, an official of the Medinah CC, told of the forthcoming Medinah \$3,500 Open, proceeds to go to the Shrine Hospital for Crippled Children, a non-sectarian operation in which pros naturally should be enthusiastically interested.

Herb Graffis of GOLFDOM spoke briefly of a proposal that was to be made to the PGA for filming a golf promotion picture on the order of the highly successful baseball movie.

SHIPE AT "PRO-ONLY"

Bootlegged Stocks of Pro Balls Obtained for Store Sales

ANY effort inclined to cast doubt on "pro-only" sales of certain brands of golf balls always receives a warm welcome from unscrupulous or sharp-shooting stores, but one of the latest enterprises of this character has been nipped through the cooperation of the PGA, Penfold Golf Balls, Inc., and a golf club whose pro unknowingly figured in the deal.

Discontinued Penfold LHS balls sold to a club in the Chicago district for distribution to the profit of its professional were re-bought by a discharged employee of the Penfold organization and sold to Field & Co. Through information from PGA sources the ball maker was advised that other of the discontinued LHS balls intended for pro-only sale were being offered to stores by other former employees of Penfold.

Acting promptly Penfolds were able to buy up some of the stocks bootlegged into stores in large cities and through PGA cooperation were able to warn pros against making themselves parties to a scheme to ruin a pro-only policy.

GOLF clubs in Minnesota are active in movement to get daylight saving adopted during May to September, inclusive.