

that has been overlooked is that of having professionals appear before luncheon clubs, such as Rotary, Kiwanis, Cooperative, Lions, Dads, athletic clubs; also women's clubs of all kinds.

"I did this kind of work in Kansas City in 1926, appearing at these luncheon clubs as their speaker, getting on a large table, demonstrating the swing, telling them about the fundamentals of the swing, answering their questions, and in general, entertaining, instructing and interesting them in golf.

"Out here I have appeared at a Kiwanis Club meeting and gave them a talk on the caddies of the United States, the amount paid them in one year, what golf taught them physically, morally and mentally, and the aid provided by golf in helping poor boys get an education.

"These talks create a desire for men to play golf. These men need the exercise, and can afford to play."

#### Ads Get Stores into Jam—

##### Pros Practically in Tears

**P**ROFESSIONALS in the New York metropolitan district suffered inexpressible shock recently upon learning that two New York stores, that also deal in and vigorously advertise golf merchandise, were subjected to the grave indignity of having their advertising questioned.

B. V. D. Co., Inc. was issued an injunction in the United States District court restraining the Davega-City Radio Co. "from advertising bathing suits in such a manner as to confuse the purchaser regarding the product offered for sale and its corresponding price."

R. H. Macy & Co. was cited by the Federal Trade commission on charges that Macy advertising made it appear that Macy's double-edge deluxe blades were made under the direct supervision of Macy's at every stage, whereas the blades were stock blades sold to retailers generally by the Utility Blade Corp.

Heart-broken pros hastened to assure divers and sundry that such unfortunate references to instances of poetic license or mere accidents should never, never be associated with some of the store advertising of golf clubs and balls that appear in the New York newspapers. Well, hardly ever. Those store ads of golf equipment that some question are bits of whimsey that bring some romance into a drab world and certainly should not be

discouraged by having tough and cynical guys yelling for the coppers to come in and make a fair decision.

The pros, perfectly miserable because quibblers were putting up a squawk, are contemplating making early and earnest pleas to their congressmen so that neither the Federal trade commission or federal courts will be permitted to take from the trusting sucker the privilege of striking out on a fast-breaking, wide advertising curve. A group photo of N. Y. Met. district pros and amateur golfers who have confirmed by investigations the truth of golf merchandise bargain ads run by some New York stores appears on page 9,180 of this issue.

#### Annual PGA Get-Together Due at Chicago's Congress, Nov. 9-12

**A**NNUAL meeting of the PGA will be held at Congress hotel, Chicago, Ill., November 9 to 12, with the first day's session for the executive committee.

The meeting promises to be one of the liveliest in the pro association's history. End of the depression finds that treasurer Mackie will proudly report the PGA in its strongest position financially and in number of members. The PGA ball deal resulted in bringing to the members an amount averaging the annual dues of the members as well as augmenting the association's treasury substantially. Among matters to be discussed at the Chicago meeting is extension of the PGA trademark license to apply to approved clubs, bags and other items of playing equipment and apparel.

The ball, as a result of an energetic merchandising and advertising campaign, got the association into the Big Business class with problems that accompany the profits. At the annual session the various phases of pro merchandising will get a thorough going-over, together with other leading matters such as pro promotion of golf and protection of the profits ensuing tournament bureau activities, club relations and further co-ordination of sections. In the latter respect effective work has been done by President Jacobus this year.

**Heads Michigan PubLinX**—James Powers of Grand Rapids was elected president of the Michigan Public Links GA at its annual meeting, and Gracewil Lawns of Grand Rapids was awarded the association's 1937 tournament.