

fied to teach on this subject because of their own successful experience.

This year more amateurs have taken pro jobs than in any other year of GOLFDOM's observation. In almost all cases the green and hopeful youngsters took the jobs under conditions that give them only the most remote chances to break even financially. They'll wake up with a headache at the end of the year and the club may wonder what has been ailing the boy. If he's a kid with right stuff in him he will eventually work out of the hole and develop into a master pro. In the meanwhile, the club (either private or public), the players, and the pro miss out simply because informed officials and the pro didn't sit down with a pencil and paper and figure out the situation in advance.

Golf Promotion Material Made Available Through American Golf Institute

THE American Golf Institute, founded and conducted by A. G. Spalding & Bros. for the development of golf, Robert T. Jones, Jr., Director, has recently issued four golfing handbooks, each designed to build and stimulate golf interest in diversified fields.

One deals with "How to Organize Golfers in a Municipality," and treats systematically steps such as objectives, preliminary meetings to formulate general plans, media for advertising the idea, correct organization, name, cooperators, etc. A second booklet is a "Publicity Manual and Handbook for University and College Golf Teams" and presents a thorough analysis for procedure and technique in obtaining press publicity, both local and out-of-town, of the school's squad of golfers.

Two other booklets are "How a Golf Club and Its Professional Can Build Good Will Through the Showing of a Motion Picture on Golf," and "How a College or School Should Publicize the Showing of a Motion Picture on Golf." The Institute recognizes the value in the wide appeal of motion pictures and is making strong use of the motion picture in promoting golf.

Other available material are charts for the layout of a home golf course and for a compact putting course. There are also biographies of leading golfers, and considerable material on caddies. Material in preparation consists of literature on developing golf for camps, golf as a part of the physical education curriculum, and further biographies of leading golfers.

The American Golf Institute cooperates with all existing organizations, such as the USGA, the PGA, and the Golf Promotion Bureau. Copies of literature mentioned above can be obtained without cost or obligation by writing the American Golf Institute, 105 Nassau St., New York City.

N. E. PGA and Manufacturers Meet in Annual Session at Boston

ABOUT 175 members of the New England PGA and manufacturers representatives held forth recently at the Copley Square Hotel, Boston, in the annual session of the organization. There was a directors' meeting of the NE PGA in the morning, an open forum in the afternoon, and a dinner attended by approximately 400 golf enthusiasts, pro and amateur, in the evening.

During the day and evening there were 24 exhibits of golf equipment where the pros visited and shopped.

The entire affair was a year's highspot for the New England pros and is something that other sections could adopt to good advantage. Les Cottrell, pres. of the NE section, J. Arthur Wedgeworth, chairman of the PGA committee, conducting the day, and their associates worked well to put over a great show.

At the dinner the NE PGA announced its plans to have a one-day tournament commemorating the 25th anniversary of Francis Ouimet's victory in the National Open at Brookline. George Jacobus said an effort would be made to have similar tourneys conducted by each of the PGA sections. Ouimet was unable to be present at the dinner.

Hal Pierce, v. p. of the USGA, was a featured speaker. He told why the USGA decided not to give former National Open champions entry in each National Open without qualifying. There are too many aspiring kids anxious to get into the field, and meriting consideration, to run the risk of jamming the field from sun-up until candle-light. Pierce doubted that the old-timers themselves would want it done.

Other speakers at the banquet were Erastus B. Badger, president of the Massachusetts GA; Paul Harmon, president of the New England GA; Les Cottrell, president of the NE PGA; Robert A. Mitchell, president of the Greenkeepers' Club of New England; Ralph Rooks, president of the Rhode Island GA; and Fred Corcoran, tournament manager of the PGA.