

Tulsa and Oklahoma City newspapers give impetus to PGA golf promotion program by devoting prominent space to free golf school and club-bag-ball rental plan.

in bringing new converts to the game at Oklahoma City's 36-hole municipal course and all daily fee courses. The two Oklahoma City newspapers, the Oklahoman and the Times, are sponsoring a beginners' golf school to be conducted by local professionals on June 10th, at one of Oklahoma City's popular driving ranges.

Ball Sales to Help Finance Evans Caddie Scholarships

EVANS Scholars golf balls in 3 types (75 cent distance and durable balls, and a 50 cent durable ball) have been introduced to help finance Evans caddie scholarships at Northwestern University. Western Golf Assn., which sponsors the Evans scholarships, has approved sale of the Evans Scholars ball.

The ball is to be distributed by Carson Pirie Scott & Co., Wholesale, of Chicago, through pro-shops and other retailers on a maintained-price basis. It is expected that income from the Evans Scholars ball sales will provide substantial aid to the scholarship plan.

Misconception That Pros Are

Mercenary Must Be Corrected

CHARLES P. BETSCHLER, pro at the Hillendale CC (Baltimore district) put across a too often neglected part of the pro story to the amateurs at the University of Baltimore clinic.

Charley, in speaking on the "Duties of the Golf Professional," impressed on the amateurs that the pro was not only a professional counsellor whose success depended on the soundness of his technical advice, but a friendly spirit interested in selling another good fellow, or woman, or child on getting more enjoyment out of life.

He told his hearers that the pro is not a mercenary chap, and that the amateur may feel free to ask a pro's advice without feeling that the expense rap is going to be severe.

For some reason the error still persists that it may cost to get the time of day from a pro, whereas the facts show that the pros generally underplay the necessary mercenary phase of their profession.

The burden that pro golf has to carry in this respect is somewhat akin to the bum rap the Scots get on the count of being tight. As most of us in golf know, excess of generosity rather than of tightness is a Scotch shortcoming; if you can call any surplus of generosity a shortcoming.

In every possible way pros must correct any public misconception that it always costs, and plenty, to get helpful courtesies from the pro. Correcting that error will do much to put pros on better competitive basis with the stores.

Iowa Greenkeepers Meet at ISC—First spring meeting of the Iowa Greenkeepers Assn. was held Tuesday, May 13, at Iowa State College, Ames, Ia. The greenkeepers assembled at the grass nursery plots on the ISC horticultural farm at 9:30, and after giving these plots a thorough going-over, the group moved on to the ISC experimental green to check progress of new bent plantings. The remainder of the day was spent in inspection of the Iowa State 18-hole course, with some of the 'boys' doing their inspecting in the form of golf playing.