

just themselves to changing conditions as they have previously, and those who don't want to think and work will be out of luck, just as they always have been.

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Gene Root, pro at the Ross Rogers munny course, Amarillo, Texas, reckons that there's going to be a great development in municipal golf after the war and that wartime public golf already is pointing out the possibilities. Root believes that the surge of servicemen and war worker golfers to public courses and the livelier local tournament promotion of munny courses during wartime has so firmly established the well-run public courses on the sports pages that they're now really set to go ahead in expansion after the war far beyond what might be normal development.

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In the matter of wartime promotion of public golf, Ed Livingston, pro at Elmwood Park GC, Sioux Falls, S. Dakota, also expresses Root's opinion. Ed always has scheduled a fine tournament program for his club, but during the war years the schedule has been better than ever before and with greater participation of local merchants in giving prizes. War bonds, shotgun shells, bottles of soft and hard drinks, and many other prizes are put up for the Sioux Falls munny course players. Ed says that there are many entries from the personnel of the Sioux Falls Army air field in the Elmwood Park tournaments.

Root refers to the wartime discontinuance of golf goods manufacturing as providing an opportunity for a fresh start in golf goods distribution that should eliminate costly mistakes of the past. He

points out that many pros now in service will expect to come back to their jobs and not find themselves frozen out of the profits of the expected postwar boom. However, there'll have to be a lot of planning done to prevent that, Gene points out.

He says that in the past there have been mistakes by manufacturers and pros. The greatest mistake made by the pro was a careless attitude toward credit rating, is Root's belief. Then there is the mistake of ordering too much, then firing it back to the manufacturer at the end of the season instead of paying for it. That merchandise figures in the next season's cut-price sales by the stores, against which the pros complain bitterly.

Gene says that wartime has weeded out of pro golf most of the fellows of poor credit and who think the pro job consists of playing golf, drinking and gambling. The war has made golf a very serious business. Consequently the war has cleaned house in pro golf and made the pros a more desirable retail outlet for manufacturers. Root admits that there are many golf clubs without pros, hence a necessity for the manufacturers to seek store outlets for selling to these people who play at courses where there are no pros.

Root maintains that pros haven't had protection and reward due them for establishing brand name popularity. He says something will have to be worked out to give the pro a better deal than he has received in return for making the market. He is firm in the opinion that one of the deals that will have to be changed is that of using stars' names on store clubs which, he says is essentially a dishonest practice, inasmuch as the stars seldom use the clubs that are sold as their

Clubhouse of Patty Jewett Golf Club. Colorado Springs munny course, celebrates its 25th year this month.

