

ally has lost too much of the good, solid business, the obtaining of which requires sound merchandising and business brains."

"What's the remedy?" I asked. "Do you think merchandising and teaching schools would help?"

"Most assuredly," he replied, "and I think the PGA is the logical body to sponsor it. However, even then we have the problem of getting the boys to attend. If we can get them to attend we must be very careful to not overdo the group lecture idea. Pros as a body just don't take to group instruction. We should have enough competent men on hand to take these boys individually, discuss their personal problems with them, and offer sound advice to fit their personal situation. In the pro field the group lecture idea is like the group instruction idea—it's good only up to a certain point.

"In my opinion some such program, carried out widely and in detail, will be one chance of the pro field keeping pace with the expansion of the game that is sure to come after the war. We don't need more top flight pro players. What we need are more competent teachers, merchandisers, and men with managerial ability. There are good incomes awaiting such men and the need of them is certain to be great in the future. The future of pro golf lies in our ability to supply them.

"I am firmly convinced," continued Willie, "that we pros as a class have been consistently passing up one of the most lucrative fields in our profession—the small and medium-size golf club. We continue to think too much in terms of 18 holes and big memberships—which means a certain amount of 'cream' business. As a consequence the small and medium-size field has suffered from a lack of compe-

tent pro attention, and as a result the manufacturing interests and the game itself have suffered also. Frankly, one of the best pro jobs I ever held, both financially and professionally, was a nine-hole suburban club.

"After the war there will be literally hundreds of these nine-hole clubs crying for men with ability to operate them. It is true these jobs require both pro and managerial ability, and quite often a good knowledge of greenkeeping. Nevertheless, they are worth five, six, seven, even ten thousand dollars a year to the man who can handle them properly.

"As a class we pros shy away from such jobs. We're inclined to be too individualistic and, perhaps, a little too much afraid of work, especially where responsibility is concerned. The combination proposition sounds like a lot of things to look after and very little time to play golf. As a matter of fact, however, I've never known a successful clothing merchant who knew everything about socks and nothing about shirts. That's something for us pros to think about."

"Well," finished Willie, "that in my opinion is the situation. And we have a job to do in correcting it. I hope we can. It would mean a lot to everyone concerned, the pros, the clubs, the manufacturers, and the game itself. And it is a job I believe can be done."

I shook hands with Willie with a good feeling way down deep, like a glass of ice water on a hot summer's day.

I'll end with a bit of advice to brother pros. If you've never talked to Willie MacFarlane, do so. He's a grand gentleman, a fine professional—and he knows what he's talking about.



A well-kept golf course just a short distance from a U. S. Army base in India. The ninth green is in front of the typical tea planter's bungalow-type clubhouse.