

up in wartime, but it has bred laxness and I hope it won't be taken as a precedent. Now they agree on rules not to charge a stroke for a lost ball, some of them even want to tee up in the rough and by gosh, in the bunkers, too.

"There are a lot of new players in the game and they haven't much reverence for a course. They drag their feet and clubs across greens, climb the walls of traps. They don't realize the scientific knowledge required to keep a course in shape. It's not just a matter of cutting the grass.

"The same laxness is getting into caddyng. I don't believe in being tough on kids, but the caddies used to toe the mark, and if one lost a ball, he got a bawling out. Now they lie down waiting for players to tee off, they wouldn't know how to mark a ball if they did watch it, and the players pat them on the back and give them fat tips for doing a bad job.

"I think the USGA and PGA ought to stop picking at each other and both of them do something about getting golfers back to the point where they have some respect for the game—and the courses."

★ ASSOCIATED SEED GROWERS, 205 Church St., New Haven 2, Conn. have a new booklet on turf maintenance which will be sent free on request.

Golf Interest Helps Pro in Other Business

Jimmy Dangelo, former pro, now in vacuum cleaner business in Philadelphia, provides a good example of how golf interest can be successfully tied up to general business.

Dangelo instructs members of Sun Oil Co. athletic association in classes. He recently appeared before 3000 students of Olney High School and their parents at field day exercises, giving a demonstration and talk on golf. He has been signed by the Cheltenham Township Adults' school to instruct classes next fall.

These appearances have been made by Dangelo because he is keenly interested in the Philadelphia district PGA golf promotion campaign but the sideline which has developed has been many sales tips for Jimmy in his vacuum cleaner business. He says golf interest is a door-opener of unique and tremendous value.

He remarks that his experience in using golf as a promotion factor in another business has convinced him that pros' opportunities for promotion of their own business by appearances before groups every chance they can get without neglecting their club affairs, very seldom are adequately capitalized by pros.

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