

side authorities were significant. In any business or profession the leaders are those who are constantly hunting for opportunities to make use of the brains of others in addition to their own.

The A-bomb is probably the most conspicuous case of the coordinated and focused use of many brains. There are many lesser cases, one of which is in golf. The greenkeepers in pooling their own brains with those of the USGA Green Section specialists, the turf research scientists of universities and manufacturers, and with state agricultural and Department of Ag-

CHEAPEST STUNT OF THE MONTH

In a Chicago district pro shop two characters who by some mistake were accepted as private club members were looking at a display of golf bags. One of them had a golf catalog in his hand.

The catalog carrier pointed to a bag, then to an illustration in the catalog. "It's the same bag," he said to the other fellow, then asked the price of the bag.

The assistant gave the price.

The two turned away and the catalog carrier said triumphantly to his companion: "It's a deal then; I'll get it for you wholesale."

riculture authorities have made tremendous progress in golf course maintenance standards. Without this organized interchange of knowledge and directed research, golf course condition would not come anywhere close to the general excellence of today's courses and the cost of maintaining a course in even fair condition by today's standards would be prohibitive.

Pros Need Greenkeepers' Plan

There still is nothing in pro golf approximating the numerous greenkeeping short courses. The sectional PGA meetings come much closer to these valuable educational affairs than the PGA annual national meeting ever has been able to get, although of recent years the PGA annual meeting has added business educational sessions after considerable prodding by GOLFDOM.

That neglect has cost pros heavily. It's being cured but not fast enough. Studious pros, old and young, plainly see that one factor speeding progress in pro instruction is association with the college physical educators. The pros who see how colleges plan and study physical education work and strive to go at the job on a thoroughly scientific basis clearly realize how much has to be done in organizing research and methods in golf instruction.

It has dawned upon many pros who have become acquainted with physical education

in colleges and universities that the pro has the most difficult job in physical education. His pupils usually are older, muscularly inept and taking lessons and practice on no set schedule. The P.E. instructor at schools has a cinch compared with the job the pro is expected to do.

Thoughtful pros comment on the beneficial effect of junior instruction. The obvious problem of getting a lot of kids interested, the necessity of wisely organizing the class work, and the opportunity of closely comparing results with different types of pupils has caused several pros to remark that teaching the kids has taught them something about getting better results in the instruction of the kids' parents.

It must be obvious to any pro that all possible junior instruction is insurance for the future of pro golf, now that the bag carts and a changed attitude of kids has diminished the caddy factor in providing new golfers. Pros are simply making payments on a job insurance policy with junior instruction.

A bright thing about junior instruction is the great improvement in junior scoring. That's probably the plainest available evidence of the value of pro instruction. Compare the scores of caddy tournaments 15 years ago with the scores of junior tournaments this year and you'll see a much greater average of improvement than there has been in tournament golf.

This improvement in junior scoring is a very hopeful sign for the future of pro business. Each pro knows that with few exceptions the better an amateur scores, the more he or she plays. Shop business is in direct ratio to the amount of play.

Shop Schooling Is Needed

Shop business also could stand a vast amount of organized and regular education. Pros complain about the difficulty of getting the right sort of shop assistants but when they do get youngsters who are potentially good, the assistants' training is pretty much a hit-and-miss affair. Something in pro golf on the order of the greenkeeping short courses is greatly needed for the assistants, as well as for the pros, who are smart enough to know there always is plenty more worth knowing about golf merchandising.

At a lot of pro shops there is a surplus inventory and the season is drawing toward a close in the north and central states. But have you seen signs of clearance sales on the general plan in other seasonal businesses? The only thing of this kind ever done on an extensive basis in pro golf was the "Birdie" sales campaign offered to pros by GOLFDOM some years ago and which, after strenuous campaigning, was fairly well used by pros in converting inventory into a profit.

The problem of moving merchandise late in the season is as perennial with pros as