

Belle Meade financed this fine pool through sale to members of advance swim tickets. Even so, cash business more than covers pool operating costs.

Pool Profitable from First

Just how much the pool did for Belle Meade we cannot say; the fact remains, however, that our gross income was off only 2 per cent in 1932 compared with 1931 and net profits were the best in history. The operation of the pool itself showed a profit of about \$1,900 before depreciation. The club membership was off only one for the fiscal year ending Oct. 1, 1932. Of the total amount charged for pool admissions, only about 50 per cent was credited to those members who had paid subscriptions in advance, the balance came in cash from members who had not signed up, and was more than enough to pay for all the operating expenses of the pool itself.

Now a word as to how our financing plan has worked out. By using current operating profits of the club to pay on the pool, bank loans did not exceed \$16,000 at the peak, and are now only \$5,000. We still have due on unpaid pool subscriptions

\$3,300, which will be paid in full by April 1st, so it looks as though by the time our second swimming season begins, the project will be paid for in full.

In addition to the amounts mentioned before, about \$7,000 has been spent in smaller sums since Jan. 1, 1930, on various improvements, not including every day repairs and replacements. This makes a total of some \$80,000 in three years, and since there was only \$35,000 in cash to start with, and since our bank loan will soon be paid off, it would seem to leave some \$45,000 unaccounted for, and it is this item that we show on our books as profit and loss, as the case may be.

What 1933 holds in store for us we do not know. We are confident, however, that if there is black ink in the business, we will have our share. Our gross income last year was \$115,000 and we charged off all the bad debts on our books—exactly \$45.57. It looks like we might survive the depression and still be a successful country club.

Deaf-Mutes Made Golfers By Pro's Class Lessons

By JACK DURHAM

THEY SAID Lindbergh couldn't fly the Atlantic; they said Byrd couldn't live at the South Pole as long as he did; and they may think that people who are deaf and dumb cannot be taught the game of golf as it should be played, but Joseph Burman, professional at the Danville (Ky.) C. C., is showing 'em that deaf and dumb folk CAN be taught golf.

Burman is already hard at it and has a class of pupils from the Kentucky School for the Deaf, which is located at Danville. Until school is dismissed in June, Joe will not be able to get in as much systematic teaching as he desires, due to the interference of schoolwork. However, with the dismissal of school, Burman is expecting the enrollment of his class to increase to 40.

The result will be something that will revolutionize golf teaching, Burman believes. He is the originator of the idea and is believed to be the first golf professional to undertake such a program. Another unusual fact is that Burman is devoting many hours of his time to the work—free of charge. And the idea is going over down here in the Bluegrass State in a big way.

Burman got his idea, or inspiration as some call it, last fall. One day he was approached by a golfer who asked if he had ever given lessons to a deaf and dumb person. Always seeking some new angle to the game, Burman replied that he had not but said he would gladly attempt to do so. The first pupil happened to be a woman—an instructor at the school—and Burman was so overjoyed at the rapid progress of his pupil that he decided to open a class for deaf mutes. Quickly two other women and three men joined and this new system of golf teaching was under way.

Burman instructs this class in just the same manner as he would any other—first teaching them how to properly grip a club, the proper swing, stance, etc. Burman starts all of his pupils off on a mashie. Since Joe cannot "tell" his pupils what

he wants them to do, he combines the use of the blackboard with an interpreter, and sometimes writes his instructions to his pupils on a pad which he carries with him during class instruction hours.

Youngsters Taught, Too

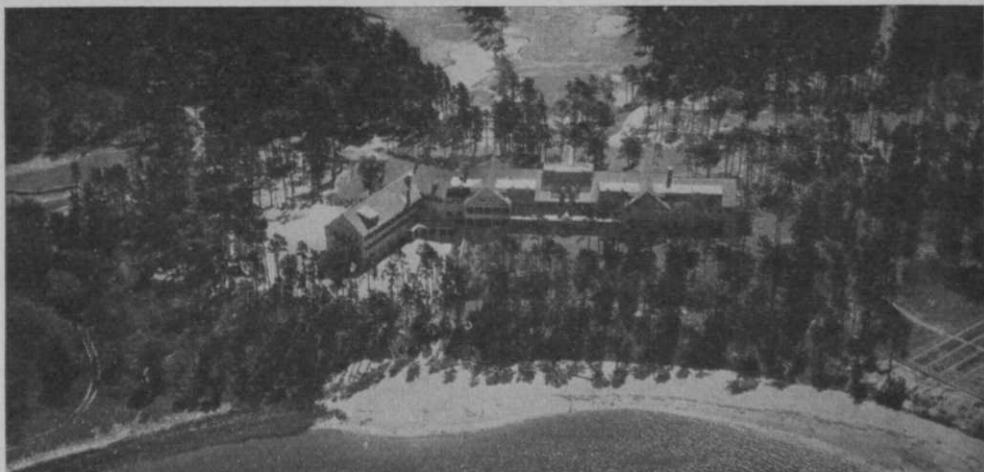
Another big thing that Burman is putting over besides the teaching of deaf and dumb grown-ups is instructing deaf and dumb children between the ages of 10 and 16 years. The poor little silent kids go for the game in a big way and Burman declares that they make excellent pupils since their desire to learn is so great.

The idea, of course, is in its infancy and just what results will be obtained will not be seen until late summer, but Burman is confident that it will be a success.

Not only, however, is this same Burman stirring up interest in golf in the little Bluegrass metropolis in this manner, but is also teaching other classes **FREE OF CHARGE**—and made up entirely of the kids. Once a week Burman gathers the youngsters up, takes them out to the links and gives them from 1½ to 2½ hours of instruction. The result here, of course, is obvious. Interest in the game is being built up from the beginning and by the time the boys and girls reach college age they will be tied to the game. In the future the Danville club membership will be made up mainly of these youngsters that Burman started off in golf. They should make good golfers and one can never tell—he may be producing another state champion that will climb the ladder.

Too, the mothers are going for the idea in a big way, since it keeps Johnny and Willie and little Arthur out of the back-alley marble games and the usual childish mischief. They would rather know that their sons and daughters are out at the golf course, taking real interest in something worth while, than possibly associating with the tougher element of children.

The proposition is leading to state-wide publicity for the Danville club, something that most golf clubs never deplore. It is



SPRING FEVER HITS EDITOR

On page 13 of last month's issue, we ran a picture of a clubhouse perched on a hill-top and labelled it a view of Oyster Harbors' fine building at Osterville, Cape Cod. After the issue was out, F. W. Norris, president of Oyster Harbors, called our attention to the fact that the picture wasn't his club at all and enclosed a view to prove it. We reproduce it above.

Thanks to Mr. Norris, our apologies to members of Oyster Harbors for the error—and will some kind reader identify for us the view we DID run?—Ed.

also reviving interest in a golf course that has been waning for the past several years, and promises to be a money producer in years to come—not for professionals only, who decide to follow in Burman's footsteps but for clubs from the standpoint of increased memberships, resulting in larger treasuries.

Joe Is a Builder

Joe came to Danville last summer from Frankfort, Ky., the state capital, where he had taken a course that was practically broke and put it on its feet through such promotional ideas as the one at present. He was early with the free class for children idea in Kentucky and sports writers all over the state have given him many columns of praise and comment. About thirty-two years of age, Burman has been at golf practically all of his life and has gained his reputation not with low scores and medal play but solely through his conscientious and careful instruction. Says Joe of his free-class idea: "It's making golfers that might otherwise never have picked up a club and is thereby increasing business for those connected with the golf profession. Classes are not restricted to children of club members only, but any kids who desire to learn. It is more or less an 'insurance' to me that my

future teaching business will be good, for my pupils will stick with me once they get the love of the game. The idea can't lose, as I figure it, for there is nothing invested by anyone except my time, and I believe that if time were money most professionals would be millionaires!"

Physician Co-operates

In order to be assured that any slow pupil is not being handicapped by some physical or mental disorder, Burman sends those pupils in his classes who seem to "lag behind" to a Danville physician who is co-operating with him to put the plan over. The child is given a thorough physical examination and whatever is wrong is corrected.

Here's another of Burman's innovations: Every now and then Joe has an examination paper which he requires all of his pupils to fill out—just as if they were taking an arithmetic or English examination in school. Here he can check their progress carefully as to how they are taking his instructions and the effect they are having. The papers are carefully graded and all mistakes are ironed out individually.

The teaching, examinations, etc., connected with the new idea takes about 10 hours per week of his time, Burman

figures, and says further: "The least I can give to the game is time!"

Among the grown-ups in Kentucky who are outstanding golfers and who come to Joe for instructions during the tournament seasons are Wilbur Meece, central Kentucky champion for several years, of Somerset, Ky.; Mrs. Elvina Lebus, of Versailles, Ky., woman state champion for several years; Mrs. Charles K. Hogue, Frankfort, who has won not only many club championships in Kentucky but several trophies in the east as well; Jack Mohney, youthful Lexington, Ky., golfer and present Kentucky open champion; Johnny Eversole, also of Lexington, junior champion of central Kentucky, and Virgil Meece, Somerset, high school champion of central Kentucky.

Don't Give Up Hope

One good example of his teaching may be seen in the following: A young lady who attends a Danville college was told by another professional that she might as well give up golf. She would never learn the game, he said. Burman took her last summer and in less than two weeks taught her enough to enable her to win the ladies championship of the Danville club! Joe says she's going places this summer—and you can never tell!

Kentucky "colonels" are known far and wide, and it so happens that Burman holds a commission as "general of golf" on the staff of Lieut. Governor Albert ("Happy") Chandler.

Hop onto this idea of Burman's. The "General" is doing a great job for golf in Kentucky and he isn't through yet.

Crack Down on Free Deals and "Buy It Wholesale"

THE PGA of Northern California and leading manufacturers operating in that section have come to an agreement that rules out the trick discount deals that used to make the straight retail price a laughing matter to smart chiselers.

In a meeting with the pros the manufacturers committed themselves to a policy of staying strong to their retail prices and of granting discounts only in legitimate instances.

Harold Sampson, president of the PGA of Northern California, comments on this new deal:

"While the agreement is naturally to the benefit of professionals it also is the 'road

out of the red' for the manufacturers, especially if they will give it their co-operation throughout the country, as they have manifested their desire to do here by the action they have already taken.

"It is merely an effort to put the golf ball and the golf club business back on a retail basis. In other words, to discontinue giving away merchandise free (or at 50 cents a dozen so that players may retain their amateur standing) or in any manner for less than retail price, except to the golf professional, clubs that have the sale of balls, and the legitimate sporting goods dealer.

"The practice of giving merchandise for less than cost I am sure has been an evil that the manufacturers have often regretted was ever started. It has added considerable to advertising costs, cuts into the manufacturers' income no little because aside from the actual cost of the merchandise given away it eliminates a customer from the market to sell merchandise to. It can also be seen that by discontinuing this practice a lot of new retail business is created because parties who were formerly getting merchandise gratis or for less than cost are now forced to purchase at established levels. This has been quite evident already in the increased retail business in this district since the action was taken, and I am sure it is going to result in increased incomes both to the manufacturer and to the legitimate dealer.

"The real reason that this has never been accomplished before was because the manufacturers did not co-operate with each other; but now that all of the leading manufacturers, without exception, are behind this movement, I do not see how it can be anything but a success, and it most certainly should have, and I believe will have, the very strong support from all golf professionals."

Buddy Poppies to Be Sold Memorial Week

ANUAL SALES of Buddy Poppies, conducted by Veterans of Foreign Wars, will be held during the week in which Memorial day occurs. Proceeds of the sale of these emblems, which are made by veterans in government hospitals, are devoted to veteran relief work and to the VFW national home for widows and orphans of ex-service men at Eaton Rapids, Mich.

California Courses Are Helped By Earthquake Shocks

By ARTHUR LANGTON

THE EARTHQUAKE of March 10 which devastated various sections of Southern California, while a major catastrophe, may have been instrumental in improving the turf of the affected areas. Such an hypothesis cannot be proved conclusively, of course, because there is no possibility of making a controlled experiment involving seismic disturbances. But this much is known: the season of heavy growth on many Southern California greens either started or was considerably augmented in the days following the first and heaviest tremor.

There may be no sounder basis for the belief than coincidence—in other years the season of growth has started about this time—but there are enough greenkeepers willing to go on record in support of the idea to lend it considerable weight. It is not unreasonable to suppose that the ground which surged 8 feet in one direction, snapped back half that distance and was accompanied by a vertical movement of several inches—did something beneficial by way of loosening topsoil.

The writer was standing on a golf course about 25 miles distant from the point of heaviest shock when the first and greatest tremor occurred. He observed, before he had time to get excited, that the ground shimmied in waves. After this he lost interest in observing finer details of the shake, but it is his impression that grass roots must have been disturbed considerably. Golf courses of Long Beach were sufficiently jarred to crack open fairways and tear water-mains apart. Damage at the Virginia Country Club was partially compensated for by the fact that the layout gained four feet of territory on its northern boundary as a result of the real estate disturbance.

The possibility that the tremor did help local greens and fairways suggests that turf can be greatly benefitted by systematic cultivation if such a thing were possible. In the Pacific southwest where the variation between summer and winter temperatures is not very great, there is

more of a tendency for the soil to pack into a solid mass because of the consequent lack of contraction and expansion, so that there are many blessings awaiting the man who can devise some scheme for shaking the soil grains apart—some scheme, that is, which will not interrupt the steady, though occasionally barely perceptible, stream of play throughout the year.

The addition of bone meal, shell marl,



White streaks show fairway repairs made necessary at the Virginia C. C., Long Beach (Calif.) by the earthquake.

or other lime fertilizer is beneficial in improving the texture but is rather slow about showing results, so slow as to create much doubt as to its actual merit. Spiking is helpful, is an absolute necessity on adobe-bound greens, but no spiker yet devised will puncture deep enough without ripping turf to satisfy many greenkeepers on the Coast. This because only too frequently the adobe layer is several inches beneath the surface. Disking is an excellent remedy except that in California there is an unholy horror of suggesting that temporary greens be used even during the process of the most helpful treatments. It simply isn't done except under the stress of the most urgent necessity.

Expatriated Old Country greenkeepers in



The earthquake shook down this bank at the Virginia Country club.

desperation sometimes attack greens with a pitchfork, lifting the sod and giving it a thorough shaking, much as one would a carpet. The method probably is efficacious but most greenkeepers do not have nerve enough to attack their pet greens in such outrageous manner.

Tees certainly benefit from whole-hearted renovation applied every four or five years and the practice is customary on many courses. A good method is to strip the turf, cultivate and level the exposed surface, replace the sod, topdress and roll lightly. The teeing ground can be treated in this manner and be put back in play again within a period of a fortnight. Results are excellent and the renovated tees compare favorably with new ones.

But this does not solve the problem of improving the soil texture of greens by mechanical cultivation. At least two Southern California greenkeepers are working on super spiking devices which will aid in the solution if they fulfill their creators' hopes. It is not at all unlikely that they will be successful, judging by past performances. The power mower and

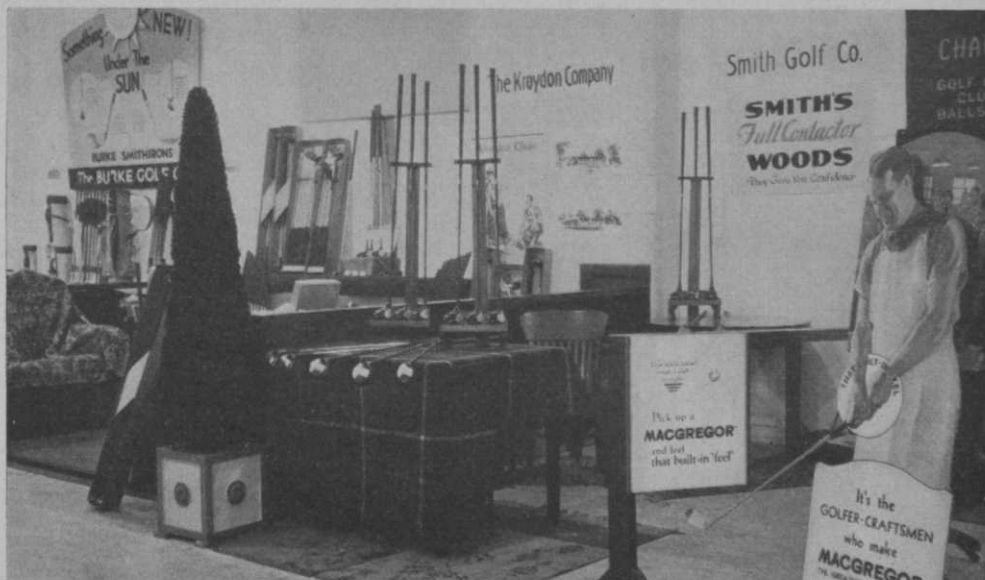
modern hoseless irrigation originated in the same district as have many other devices in general use on golf courses.

As for depending entirely upon materials contained in the topsoil to regulate the soil texture, the results never have been completely satisfactory. Even a first class greenkeeper's knowledge of soil chemistry is limited to a few fundamental facts. He has not the means to make an intensive study of each one of the several soils in his care. So his treatments consequently are those which he has stumbled upon as being most satisfactory for the time being—but not necessarily the best treatments.

The Green Section has done noble work for the common cause in this respect, but the advice of this worthy group cannot be taken as gospel for soils several thousand miles removed from Washington, D. C. The same applies to the directions of application sent with fertilizers, disinfectants, and stimulants by manufacturers and distributors, even though these firms have the best interests of all greens at heart. When the various mercury-chlorine compounds were sent to California to cure brown-patch, hundreds of square feet of turf was burned because western greenkeepers obeyed to the letter the instructions which had accompanied the chemicals. After this bitter experience the prescriptions were diluted and much more satisfactory results were obtained. This is but an example taken from any number of instances.

Lest we be accused of the heinous crime of destructive criticism, an answer must be found to the question, "What's to do about it?" Putting out the lights and going to sleep has been tried too often without apparent success to be suggested as a remedy. Perhaps the custom of Southern California greenkeepers to go fishing when trouble threatens is meritorious. But it is to be feared their colleagues in other states will demand something less fishy and more tangible as a solution.

Earthquakes are out of the question; a satisfactory mechanical cultivator has yet to be devised; and chemical means of renovation, though adequate at times, are not completely satisfactory. If the question were put to greenkeepers of the Pacific slope, about every other answer with profanity excluded would be, "If the greens were constructed right in the first place there would be no need to do anything about it." Alas! But that is begging the question, and if there was no



Chicago's golf show, held in the Lytton Building, drew 26,000 people to herald spring with a buying itch for new equipment.

trouble there would be no need for greenkeepers.

Ask the question of a member of the Southern California Greenkeepers' Association and he would tell you that the prime requisite to cure all soil evils and to answer all turf questions is the establishment of a turf experimental station in his district. Which is something for which this lively organization has been appealing, praying, begging, and shouting for several years. Located as they are in the center of year-round golf interest, the member greenkeepers find themselves beset on all sides with peculiar and intricate problems of maintenance and no scientific facilities to aid in their solution. The group has appealed to the state for aid through the medium of the California Citrus Experimental Station, but this is whistling in the dark since budgets and appropriations have been cut to the core.

Still the question of how to renovate the soil of western golf courses in satisfactory manner remains unanswered and as far as this writer is concerned it will remain unanswered for some time. We have no desire to bring down on our head just yet the wrath of any greenkeeper who has tried any method we might suggest and found it sadly wanting.

Heart of America Amateur to Be Played May 16-18

HHEART OF America golf tournament will be played on May 16-17-18 at four Kansas City courses and is expected to draw golfers from Missouri, Kansas, Nebraska, Iowa and Oklahoma. There will be a pro-amateur event held the first day at Oakwood G. C., with suitable prizes for the successful teams.

In addition to the regular amateur championship, a special flight is being prepared for inter-collegiate competition and teams from nearby colleges are being invited to enter. The inter-collegiate bracket will be a 36-hole event, the first 18 holes at Oakwood G. C. and finals at Woodhill G. C.

Finals of the amateur championship will be played May 18 at Meadow Lake and Old Mission Golf clubs.

VULCAN'S NEW LINES SHOWN IN FOLDER

Portsmouth, O.—Vulcan Golf Co. shows its five new lines for men and its four new lines for women in an attractive folder giving illustrations and complete details of the clubs.

Price range, design and construction of the clubs makes the Vulcan deal for 1933 one that ought to do a good volume of business in pro shops.

These Times Call for EXTRA EFFORT

By N. N. R.

"THE LORD HELPS him who helps himself." Yes, sir! But that does not mean helping himself to what belongs to others, without giving due value for it.

I confess to being old-fashioned enough to think that we receive help, or return for our efforts, in proportion largely to the amount of help we give to others; to the extent that we give the best that is in us on all occasions. This is no new philosophy; it dates from the time the world began, and most of us really believe it too. But we need to have it pounded into us rather frequently, it seems, before it sinks in.

I had occasion, the other day, to visit a certain golf course, and was chatting with the club pro, in his shop. As is customary these days, he was bemoaning present conditions in our profession; the lack of pupils, the "tightness" of the club members with their money, etc., etc. Our discussion was interrupted by the approach of three members, all ready, apparently, for an afternoon round. One of them looked at me, hesitated, then addressed the pro.

"Hello, Skipper," he said, "How about playing a round with us—that is if you're not busy?"

"Sorry, Mr. Crawford," replied that dignitary, "afraid I can't make it; got a lot of things to do."

"Don't let me stop you," I hastily put in, "I am just leaving anyway."

"I know—but—some things I must attend to—," resumed the pro, none too convincingly.

Even before he had finished, the members had signed up and were on their way out, an unmistakable "t'ell with you" look on their faces.

The pro sensed the question that was on my lips and beat me to it.

Ho-Hum Attitude Is Fatal.

"Why should I go out with these punks?" he blazed, "they're just trying to get something for nothing; after free information,

that's all. They know I'm the pro. If they want lessons they can come to me and pay for them—that's what I'm here for. Took me a long time to get what I've got and I'm not handing it out gratis to anybody."

I was familiar with this line, having heard many of my brethren in the profession advance it time and again, but not being in the mood for an argument I took leave of him as quickly as possible and repaired to the clubhouse to complete my business.

Ten minutes later I was on the veranda, about to leave, when I spied the pro heading for the first tee, accompanied by two portly and important-looking gentlemen. I turned to the Club secretary, who had strolled out with me.

"Can you tell me who those two gentlemen are, about to drive off with the pro?"

"Why, yes," he replied, "Mr. Goldbar and Mr. Hoarder," then added, "They are two of our wealthiest members, you know."

I surmised as much but continued:

"And does the pro, play with them very often?"

"Why, yes, I believe he does—several times a week, I should say."

As I drove home that day I thought of that incident a great deal. The more I thought of it the more I became convinced that I could now put my finger on at least one reason why so many pros are peddling hard luck yarns.

Pro Must Cater to All Members.

Here was a good example—a first-class instructor, good player himself, agreeable when he wanted to be—in fact a pro with apparently all the requisites necessary to success; yet somehow he wasn't selling himself to his club members.

I recalled the disgusted look on the faces of the three members with whom the pro had refused to be bothered, and the acridity with which he set out when asked to accompany a couple of "big shots." I was tempted to turn round, go right back

There's no use kidding ourselves—golf pros, like everybody else, had a relatively easy time of it a few seasons past. There was lots of golf being played and lots of business at nice prices was floating into the pro-shop without too much aggressive solicitation on the pro's part.

But it's different today, brother! There is still plenty of golf being played, and the shop business is still there—but you've got to go after it with all the intelligence and energy you can muster.

There are some fine pointers on how to adjust policies to meet today's shop requirements in this article.

to him, take him by the shoulders, give him a shaking and say, "Look here, young fellow, get wise to yourself; you have the wrong slant on this thing. Your success here, or at any club, depends on the attitude you display toward the members—all of the members—." And I would tell him plenty.

We've all seen this egotistical and short-sighted type of pro. Here was one who couldn't see past the end of his nose; had not grasped the old truth that you receive as you give. He was willing to give nothing of himself except on a cash-in-advance basis, forgetting that many successful concerns have built up sale of their products largely by giving free samples.

Remember Human Nature.

Here was a golden opportunity lost. The pro had absolutely nothing to do at the moment to prevent him from playing at least nine holes with the three members who originally asked him. Had he gone out cheerfully, even if they were "duffers" trying to break 100, how tickled they would have been! A few helpful hints dropped here and there in a friendly manner, not pedantic, would put him in strong with them and in all probability he would create enough enthusiasm and encouragement in at least one of them that he would be signed up for lessons before the week was out. The same procedure repeated several times a week with different groups would work miracles. Human nature is the same the world over; there's a big thrill in playing with the pro to the ordinary golfer, and invariably he will talk about it and boost him as a swell guy. And, boy, how that pays dividends!

On the other hand if he chooses to play only with a few selected wealthy members, what does he gain? He may take a dollar or two from them one day, but they'll get it back the next, due to the too-liberal handicap he must give. And does he gain new pupils by repeating this performance from day to day? Foolish question!

Some Pros Are Doomed to Fail.

Before I arrived home I had been thinking of some other pros who were doing a lot of kicking lately. Some of them I have no sympathy for, as they haven't the qualifications necessary to make good at the game. They have not had a thorough grounding in the fundamentals and consequently are compelled to bluff continually. Of course it is only a matter of time with this type till they come "a cropper"; people can only be fooled for just so long.

Another type of pro who has no one to blame but himself for his present condition is the one who spends more time in the locker-room than on the golf course. You all know him—the convivial type; can't be bothered with playing the first eighteen holes, but never passes up an invitation to visit the nineteenth. He is not only unfair to himself; his actions bring discredit upon his profession and all of his brother pros.

Answer: Keep Alert, Keep Plugging.

This, above all times, is a time for building up, not tearing down; a time for a new deal in the golf business just as much as in the banking business, the steel business or any other. It is up to each branch of industry to set new standards; adopt new ideals, and never cease striving till these have been accomplished.

National and state organizations may issue inspiring pronouncements, but after all it simmers down to an individual proposition. Each one of us must personally see to it that we are giving everything we have in an effort to raise our own standards, seek new heights of ability and service. We must endeavor to maintain them.

What does this mean for the golf professional? Just this, I would say: First of all we should give ourselves a thorough, searching self-analysis by asking ourselves embarrassing questions and demanding honest answers. Secondly, having discovered in the process that we ourselves

are largely at fault (providing we have been honest in our answers) we should proceed along new lines and endeavor to erase the blunders of the past. This will not be easy; old habits cling, and we hesitate to cut loose from old methods, even though they have not brought us the success we had anticipated. But it has to be done, and the sooner the better.

Your questions will force several conclusions upon yourself, and most of them will be constructive. In your heart you know better than anyone else what your weaknesses are. Maybe it's the fundamental knowledge of your job; or your disposition; or your conduct; or lack of patience or tact. Whatever it is, dig it out. Correct it.

And about those club members. How about a change in your attitude so that all of them may become potential customers? They are, you know, if we give them a chance. Of course it means getting down off the high horse, getting out with them as much as possible, helping them a bit, sharing their troubles and their joys.

Remember the Women's Market.

And the ladies, God bless 'em; don't forget them. Many a pro's success has been built almost entirely on his work among the fair sex. You'll soon find that you are repaid a hundred-fold for every minute you devote to them. They are by far the best pupils. They are more conscientious about their lessons than the men folks; work harder between lessons on what you give them to do; are more loyal to you; are your greatest boosters. Furthermore, they are easier to teach because they have naturally, a smoother swing, and do not have the tendency to "smack" the ball that men usually have through their greater strength.

I would suggest that you organize them into three tentative groups, according to their handicaps, and run a weekly competition. Start out yourself with them and stay with each foursome or threesome, as the case may be, for two or three holes, giving each member a word or two of advice, then drop back and repeat with the next group, till you have shown them all you are personally interested in their progress. Each week advance the few top ones of each group to the next higher group. This creates a friendly rivalry and if you know the ladies you will realize how hard they will strive to reach that

next group. They have a keen competitive spirit and if they aren't progressing rapidly enough they'll be in to sign up for a course of lessons "pronto."

The same thing can be done with the men, though they may be somewhat harder to organize, for various reasons.

Hard work? Sure it is, but it's pleasant work, if you have the game at heart, and it will bear results which will be reflected, not only in your pride of accomplishment but in the old cash register as well.

And that's better than sitting around complaining, isn't it?

Another Open Lottery Picks on Pros as Fall Guys

BOOKS OF receipts for 12 subscriptions to a magazine with no definite date scheduled for circulation have been sent to pros, with the following letter:

Dear Sir:

Enclosed you will please find a book containing receipts for twelve subscriptions to the _____.

We are giving \$50,000 in awards as per schedule on inside cover of receipt book. You are to retain \$2.00 from the receipts of this book for your efforts; in other words you remit \$10.00 to us for book disposed of.

This is a medium of advertising, which is something new and will in all probability meet with the good favor of every golfer as there is quite an incentive for everyone to subscribe to such a live-wire magazine, as any one of these awards, right now, would help to defray their coming golf expenses.

In addition to the awards, we are going to give to the unemployed Professional Golfers fund a percentage of our total receipts, so try to dispose of your assignment, to help us make this a 100% success. Thanking you in advance for your efforts, we are,

Very truly yours,

Editor.

The PGA denies any connection with the enterprise and points out that it has condemned in the past every effort to tie in the Association with the promotion of any gambling affair.

Promoters of the stunt are not known from past association with golf activities in the city where they make their headquarters. A report obtained by the PGA names one of the promoters as having been in a jam with the law on a previous lottery.