

VOTE FOR BUSINESS ADMINISTRATOR AT Atlanta Meet of P. G. A. AS ANOTHER FORWARD STEP OF THE PROS

ATLANTA, GA.—Those of the pros who have been earnestly of a mind that the pro cause would advance further, faster and firmer with a business administrator to handle the multitudinous details of the pros' collective and individual business affairs now are on the threshold of having their dream come true. The annual meeting of the P. G. A. of America, held at Hotel Ansley, Atlanta, November 11-13, voted an increase of annual dues to \$50 to put into operation a business office under the management of some capable notable of the golf world who will work out the details in association with the P. G. A. officials. This \$50 is net to the association and is in addition to whatever sectional dues the various P. G. A. groups have for their respective bodies. Now the job is to get the right man and President Pirie and his colleagues already are on a still hunt for the administrator.

The amount will result in a substantial sum for the campaign chest of the P. G. A. On the present basis it would result in approximately \$60,000 in dues alone being made available for the business administrator, his staff and the activities of the administrative headquarters. As a matter of fact that figure may be cut down somewhat during the first year. Contrary to the public misconception of the pro's financial status, the young fellow in the smaller town is sailing fairly close to the line between black and red and he is apt to think that 50 is a figure to be spoken only by the Allies-Central Powers banking authorities, astronomers or switch-yard recorders of box-car identities. But one of the policies on which the P. G. A. officials intend to have the business administrator work is that of substantial help to the boys in the curfew towns as well as in the metropolitan territories. So it is expected that a practically unanimous participation in the increased dues idea will be forthcoming shortly after its results have been noted.

Pirie Pilots Pros

Pros have been working up to the business administrator point for some time.

They constitute one of the most important bodies of professional athletes in the world, not only numerically but in the extent of their financial dealings. As their elected and unpaid officers have the usual thankless task of working their heads off for their comrades, and at the same time must do full justice to their own jobs, the advent of a business administrator will be hailed with joy by those officials to whom "damned if you do and damned if you don't" is an experience rather than a phrase. At this crucial point in the pro advance Alex Pirie was elected president of the association for the fourth time. The boys were taking no chances on swapping steeds in mid-stream and the veteran war horse from Old Elm was enthusiastically re-elected.

Sectional officials who constantly have to contend with the problem of getting their groups closely knit together now are confronted with the job of telling their members in intimate and definite detail the plan encompassed in the business administrative move, and keeping the boys all lined up for demonstrating and profiting from pro unified strength.

Act on Buying Plans

That complex matter of pro group buying came in for much discussion. It was stated at the P. G. A. meeting that the British pro buying organization (composed of British P. G. A. members, but not a part of the British P. G. A.) last year made a profit of approximately \$15,000 on a capitalization of around \$60,000. Just what part turn-over played in this showing was not determined from the British statement, nor were other details of the plan set forth. One point that may remove manufacturers' fears was plainly brought out in the formal and informal discussions. The pros have no desire to gouge the manufacturers out of any profits but they do claim that according to the makers' statement stores are buying goods at lower prices because of economies of quantity buying for spot cash. For that reason, they state, they see no reason why the pros should not share the same mutual

saving with the manufacturers. At this point the vital matter of distribution costs enter to confuse the pros in their deliberations. After some strenuous and persistent prying and thought for more than a year even Ogg and his coadjutors confess they are still in the twilight of the situation. But that's to be anticipated for this juvenile giant of all sport business, golf, has plenty of all denominations playing blind man's buff.

Ogg, Charlie Hall and George Sargent were named by the Atlanta conclave to confer with the club and ball manufacturers' associations to see what could be worked out that would make money for all concerned by reduction of preventable wastes in selling and distribution and without the sacrifice of either the manufacturers' individual selling conquests or the pros' position as purveyors of distinctive golf merchandise. And there, brethren, is one of the many tangles that the business administrator has to unknot—heaven be with him!

One of the moves made by the P. G. A. convention to further identify the well-qualified pro was to establish a junior class of professionals who are competent as assistants but who must serve two years before becoming eligible as Class A professionals.

Closer relations with the U. S. G. A. for the good of the game were discussed in detail by the delegates. Especially was reference made to a standardization of tournament rules that would simplify matters for all contestants and officials. Announcement was made at the meeting that the U. S. G. A. had taken steps to admit complimentary to all National Open events P. G. A. members who were not contestants.

A prayerful finale to the jam on the arrangements for this year's P. G. A. championship was pronounced by the meeting. The meeting thanked J. A. Patterson for his work in re-routing the event to Hillcrest where it met a welcome and satisfactory financial guarantee, after the misunderstanding that jarred the first plans for the championship into the limbo. The switch was occasioned by just one of those things that are bound to happen in the best regulated families.

Howard Beckett, pro at the Capital City club of Atlanta, was the guardian angel of the visiting gutta and leg men. The South-eastern P. G. A. entertained the delegates and the press at the Capital City town club where the gastric juices of the damned

Yanks and their hosts held a field day on some justly famed southern cooking. Pastor Pirie cut loose with his sweetest strain of hieland oratory in paying tribute to Banging Bobby, Atlanta's boy wonder, as a worthy occupant of golf's all-time Hall of Fame. O. B. Keeler, Bob's shadow, responded by telling of the sincere lofty opinion Jones held for the pros as prime sportsmen. Bert Way, Jack Patterson and Jack Mackie told of the pro seniors' organization in New York and Chicago with sprightliness, pride and hope. Charlie Hall also knocked a few verbs and adjectives hole-high in extending the south's welcome to the delegates.

It was found impossible to wind up the meeting in the two days scheduled, so an extra session was held Wednesday morning. In the afternoon a hurry-up trip to Stone Mountain to see the huge and impressive Confederate memorial under construction was arranged for the convention attendants by Beckett.

P. G. A. Elects Officials

At the Atlanta meeting Alex Pirie of Old Elm club, Lake Forest, Ill., was named president of the Professional Golfers' Association of America for the fourth consecutive term. Jack Pirie of Woodmere (L. I.) club was elected secretary. Jack Mackie of Inwood (L. I.) Country club was re-elected treasurer.

Vice-presidents elected: Willie Ogg, Worcester (Mass.) C. C.; Bert Way, Canterbury club, Cleveland, O.; Frank Minch, Del Paso Country club, Sacramento, Cal.; J. R. Inglis, Fairview C. C., Elmsford, N. Y.; Charles Hall, Country club of Birmingham (Ala.).

Lake Forest, Ill., the Chicago north shore's gold coast suburb, was named as the place of the 1930 annual meeting, with Deerpath Inn as headquarters.

The 1931 Ryder Cup matches were awarded to Scioto Country club, Columbus, O.

Award of the 1930 P. G. A. championship was not made at the Atlanta meeting, although substantial propositions from several cities were submitted to the pro governors.