

# Golfdom

The Business Journal of Golf  
REG. U. S. PATENT OFFICE

VOL. 4

DECEMBER, 1930

No. 12

## Hall Named Chief by P. G. A. in Annual Probe of Problems

By HERB GRAFFIS

HERE is peace in the pastoral precincts of Atteridge road, Lake Forest, Ill., today and a tall and weary gentleman plants himself down to enjoy some quite after the storm. Following four strenuous years as president of the Professional Golfers' association of America Alex Pirie, pro at Old Elm club, flatly refused a fifth term as head of the organization, so Charles Hall, pro at the Country Club of Birmingham, Ala., was unanimously elected the professionals' pilot at the annual meeting of the body, held at the Palmer House, Chicago, November 17-19.

Pirie, who served as secretary of the national body for six years prior to his election as president, received a spirited ovation at the conclusion of his regime. He was named as honorary president. J. A. Matterson, on behalf of the delegates, presented Mr. and Mrs. Pirie with an electric clock. Pat's sun-kist syllables reminded the boys that Alex wasn't alone in the sacrifices he had made for the P. G. A. for Mrs. Pirie had very patiently kept the grub warm long after the appointed hour, packed the bag for hurried trips and uncomplainingly performed in voting a flock of other domestic proxies for the Pro Association. The tycoons of the exclusive Old Elm club also came in for some kind words, as it is an open secret that these captains of industry have had a very lively interest in the progress of the P. G. A. during the time their professional has been president.



Charley Hall, pro and banker, was brought "out to the States" from Leeds, England, at the age of three. He was trained for the cotton business, narrowly escaped a career in pro baseball, and developed as a notable pro business man after training under pro veterans at southern courses.

The new president has been active in P. G. A. executive circles for a number of years and is well qualified by training and temperament to continue the advance

the pros have made under Pirie's leadership. Merchandising is the keynote of the Hall administration in following out the inherited policy and recommendation. Hall succinctly described the objective of his presidency as "a good business for good men."

### Problems Abound

That the P. G. A. has plenty of major problems to handle was apparent in each phase of the meeting. Marketing, instruction, manufacturers' relations and employment provided dilemmas that the delegates, Pirie, Hall, Gates and other officials wrestled with throughout the sessions, in some instances being credited with falls, but for the most part outlining the procedure for the incoming officers and Business Administrator Gates.

For the first day of the meeting the delegates struggled with the new constitution. In no major instances does the new constitution differ from the old, its main purpose being to definitely identify and allot the functions of the organization and to weld together each sectional body in a concerted, correctly directed action. The matter of personnel in pro ranks received studious attention, for the pros are intent upon making P. G. A. membership an unfailing sign a competent and trust-worthy man. An indication of the success of the P. G. A. efforts in this direction during the Pirie administrations was evident in the check-up made of the P. G. A. membership list with the delinquent account record of the manufacturers' associations.

Appointment of honorary president Pirie and "Doc" Treacy, Wisconsin delegate, as a committee to draw up a code of ethics to which P. G. A. members shall be held strictly was further evidence that the pro governing body is dead set on making P. G. A. membership a responsibility as well as an asset.

### Study Tournament Play

There was lively debate on the problems of tournament play concerning the P. G. A.'s own championship and the various open events, notwithstanding the fact that the money involved in all pro tournament play is not 2% of the money handled by the country's pros each year. Match play was retained for the P. G. A. championship and the qualifying field was increased from 64 to 100. Instead of the previous method of paying \$100 to each qualifier it was decided to pay the qualifiers on a

mileage basis with no player who came less than 50 miles to the venue of the championship collecting from this money. Players not paid up in the P. G. A. on July 15 were ruled ineligible for P. G. A. championship entry. No action was taken on the matter of a national qualifying day for the P. G. A. championships.

Administrator Gates told the P. G. A. side of the California dispute about a 10% payment to the tournament bureau with J. A. Patterson presenting the matter as it looked to the pros of southern California. In view of the national P. G. A. policy of having the open tournament promoters pay 10% to the tournament bureau or the tournament bureau collecting from the participating pros, it became fairly apparent that the sassy chatter appearing in the newspapers anent the P. G. A. promoter teapot tempest was, for the greater part, merely newspaper hooie.

The P. G. A. delegates decided to have Mr. Gates go out to California after Christmas and go over the situation, reporting to the executive committee for action. The delegates expressed themselves as being in strong favor of protection and help for the playing pros in appreciation of the advertising the performers give the game. However, the meeting generally considered that the matter of P. G. A. participation in staging open events was mainly one of help to the communities promoting the events rather than of over-emphasis of a minor monetary aspect of professional golf. It was brought out that the money spent by pros and their wives in the winter tournament swing exceeded the prize money by a wide margin; something that the tournament promoters or newspapers have not mentioned.

Abuse of courtesy playing privileges by those who term themselves pros was condemned by the delegates who resolved that the P. G. A. advise club officials of the legitimate professional's appreciation of this courtesy and his earnestness about seeing the privilege was not abused. The P. G. A. recommends that each club advise its own professional that the customary professional courtesies are to be extended only on presentation of a P. G. A. membership card.

### Lay Merchandising Plans

Spirited discussions raged on merchandising subjects. The pros referred to their executive committee a revision of the discount arrangement and there was a general expression that the abolition of the

2%-90 day discount did no damage although there was need for some longer term discount that would encourage the border-line professionals to keep their accounts discounted.

A 50-cent P. G. A. ball was considered with the decision on its manufacture and sale being left to committee action.

An interesting proposal of a leading manufacturer for the installment selling by professionals of matched sets received much attention. The concensus of the meeting was that the pros will have to do more installment selling of matched sets, especially of women's clubs, but there was doubt about introducing another factor between the pro and the manufacturer for the purpose of financing the sale. The manufacturer's proposal gave the pro the alternative of handling the installment paper himself or passing it on to the manufacturer to be handled at 6%. Following the discussion the proposal was turned over to the executive committee for further action.

In view of such matters as the installment proposition and many other details of this and other pro meetings being properly merchandising affairs, President Hall is to appoint a merchandising committee. The executive committee has approved this plan and it is expected that the merchandising committee will be named in the near future. The ways and means committee has been laboring under a burden of duty and responsibility that deserves quick relief in view of the vast importance of merchandising in pro operations. It is expected that the ways and means committee will continue to handle the major factors in pro-manufacture relations with the new committee contacting the manufacturers on activities concerned with the mutually profitable movement of golf goods to the market. Appointment of merchandising committee members is to be made after Mr. Hall has consulted a lengthy list of pros and manufacturers concerning the qualifications of prospective members of the new group.

The new committee also is to mull over the proposal for merchandising sessions under P. G. A. auspices. The initial proposal was to stage schools of salesmanship at several sectional centers early in 1931.

### Screen Teaching Is Launched

Never have the pros been treated to a more brilliant exhibition of their need of a press-agent than that which occurred at the P. G. A. meeting in connection with

---



---

### P. G. A. OFFICERS

*Charles Hall, Birmingham, Ala.—President.*

*Alex Pirie, Lake Forest, Ill.—Hon. President.*

*Harold Sampson, San Francisco—Pacific Coast V.-P.*

*W. H. Way, Cleveland—Central V.-P.*

*Jack Shea, Boston—Eastern V.-P.*

*Dan Goss, Birmingham, Ala.—Southern V.-P.*

*Tom Boyd, Fox Hills, N. Y., and Bob Johnston, Seattle—V.-P.'s-at-Large.*

*Jack Pirie, Woodmere, L. I.—Secretary.*

*J. B. Mackie, Inwood, L. I.—Treasurer.*

---



---

the initial showing of the Jenkin's process motion pictures of Jones, Vardon and Miss Weathered. All during his arduous labors of getting the pictures and at his most hopeful moments when he thought of their potential benefits to pro golf, George Sargent could not have envisaged Jones relinquishing his amateur status for movie instruction money. The Jones move was announced as sensational news during the P. G. A. meeting. It was the psychological spot for the pros to step in and point to their long-planned and exclusive motion picture instruction campaign as the fore-runner of the Jones action. There is no doubt of the publicity attendant upon the Jones pictures giving the P. G. A. movie instruction campaign a tremendous boost. The P. G. A. pictures have been made by an exclusive and superior process, they will be shown privately and expertly explained by each pro and their individual teachings will be applied by the instructor. In addition to Jones, the pictures show the methods of the old master Vardon whose pictures will be of especial value in the instruction of middle-aged men, and the swings of Miss Wethered, whom Jones has named as the possessor of the ideal golf stroke. Yet there was some talk about having the showing of these marvelous P. G. A. pictures conducted with far more secrecy than the operation of a 5,000 gallon-a-day moonshine still.

The pictures will be leased to pros on the following terms:

---



---

**COMMITTEES FOR 1931**

*Executive*—Alex Pirie, Willie Ogg, J. B. Mackie, Jack Pirie, W. H. Way, J. R. Inglis and Charles W. Hall.

*Ways and Means*—Willie Ogg, George Sargent, Charles Hall, J. B. Mackie, Jack Pirie and Jack Shea.

*Ryder Cup*—George Sargent.

*Rules*—George Sargent, Willie Kidd and J. B. Mackie.

*International Relations* — Alex Pirie, George Sargent and Jack Shea.

*Ethics*—R. W. Treacy, Alex Pirie and Albert R. Gates.

*Benevolent Fund*—J. B. Mackie and Jack Hobens.

*Magazine*—J. B. Mackie, Jack Pirie and John Inglis.

1931 annual meeting will be held at Boston, Mass.

---



---

Jones (four strokes) .....	\$75
per stroke .....	\$25
Vardon (four strokes) .....	\$50
per stroke .....	\$20
Wethered (four strokes) .....	\$50
per stroke .....	\$20

Violation of the lease will mean recall of the pictures and, in certain cases, punitive charges. The pictures will be available to P. G. A. members as soon as Mr. Gates can draw up the lease.

Harold Sampson, youthful coast pro, spoke on the need of some uniformity in pro instruction methods, a point which brought out one of the many benefits these motion pictures bring to the pros and their pupils.

Again the boys struggled with the employment problem but outside of deciding to adopt the Cleveland pros' method of having a thorough and standardized application form, to which letters from three previous employers must be attached, the discussion developed a complete stymie.

Other matters were handled in brisk fashion by the delegates, among which were: appointing George Sargent as head of a new International committee to handle affairs of mutual interest to P. G. A. of America and the British P. G. A.; co-operation between P. G. A. and Club Managers' association and National Association

of Greenkeepers; discouraging prominent pros permitting use of their names on cheap merchandise; and assisting in promoting an Alex Smith memorial tournament.

George Sargent was appointed chairman of the Ryder cup committee. Walter Hagen was re-named captain. Only American-born professionals are to have a place on the U. S. Ryder cup team, the delegates again decided.

## BOOK REVIEWS

*Golf Made Easier*—By Charles Herndon. Published by Parker, Stone & Baird Co., 241 E. 4th St., Los Angeles. Price \$2.50.

For ten years the author has been engaged in collecting and studying golf instruction notes. He has gone through books, magazines and newspaper articles in which golf instruction ideas have been set forth and has made a practice of interviewing the leading instructors personally. Out of the conglomeration and conflict of material he has filtered sound and simple principles. He has ably handled the difficult problem of describing details of the golf stroke in clear language. In several respects, this reviewer noted, the points set forth by Mr. Herndon were those established as valid by the new P. G. A. instruction pictures after years of debate. This is indicative of the author's success at getting to the facts.

The book not only is a good, simple manual for the average player but is worthy of attention by the professional because of the simple literary style in which the instruction material is handled.

Mr. Herndon strongly urges his readers to avail themselves of instruction from competent pro teachers and presents his book as a reference work and study of principles rather than a sure passport to par all by itself.

*Clarenbach's Hotel Accounting*—By Ernest Clarenbach. Published by Hotel Monthly Press, 443 South Dearborn, Chicago. Price, \$5.00.

This third edition of the highly regarded standard work on hotel accounting brings up to date the method first set forth in elementary principles by Ernest Clarenbach in 1907. The book is plentifully illustrated with accounting forms and contains much material that may be effectively applied in club house accounting.