

PROS Clear Path for 1930 ADVANCE

By ALEX PIRIE

President, Professional Golfers' Association of America

IN pro business history 1929 will go down as the year in which the business development efforts of the P. G. A. brought forth the first bumper harvest.

The closing months of 1929 saw the pro interests progress in two notable steps; the increase of the P. G. A. dues to \$50 and a new sliding scale discount arrangement with the manufacturers. In my opinion these two actions have made it definitely certain that 1930 will be the best year since pro golf in the U. S. became a real business.

Increase of the P. G. A. dues to \$50 means that sum is paid into the national professional organization by each pro, in addition to his dues to his sectional P. G. A. body. The pros are determined to finance their business advance sufficiently to provide for substantial and speedy results. One of the first uses for the amount thus raised is to finance a business administrator who will organize and execute, with a capable and active staff at his command, the various details of work we realize is necessary for our own good, that of our clubs and members and of the manufacturers with whom we do business. Who this man will be is impossible to state at this time. Due to one of the pros' greatest assets, the warm friendship and interest of some of the biggest men in American affairs as well as of others highly able but less known nationally, we have a wide field of potential administrators to whom we might extend our invitation to undertake this great responsibility. It is a case of the job seeking the man. The tremendous and inviting opportunity to advance the game and the exceedingly interesting character of the work undoubtedly will be far more attractive factors to the administrator we will get than

the financial detail of this man's reward.
Pro Job Calls for a Star

The appointment of a business administrator by the pros is a move unique in American business, considering the various angles of the pro situation. It is something that we consider highly important to the welfare of the game and ourselves but not because we conceive it even remotely possible for pro golf to get into a place where it requires some outsider to govern and establish confidence in the integrity of the field as was the case in baseball and in the movies. Rather do we want "one of our own" in spirit, if not in previous business alignment, to counsel us, mobilize and employ our unified strength and to represent us to our employers, the club members. We want to make known and utilize, to the fullest extent, our potentialities for greater earnings for ourselves from greater service to our members.

Dues Increase Offset Quickly

Action of the pros in agreeing upon \$50 P. G. A. of America annual dues promptly brought a return that in actual cash far exceeds the total involved in the dues increase. Representatives of the P. G. A. meeting with representatives of the club and ball manufacturers' associations early in December, arranged for a new discount scale on pro business. This new scale puts a very inviting reward in the pockets of the pro who pays strict attention to those vital elements of prompt payment and turnover.

From every informed source there is ample evidence that the pro credit situation is, and has been for the past few years, in such good shape that no other industry operating one-man businesses can claim the high credit rating that is one of the pros' prized posses-



Alex Pirie, for four terms the far-seeing and constructive pilot of the P. G. A.

sions. The P. G. A. will not be content until it has this part of the business to the extreme of human perfection. With the new factor of better discounts that has been placed in our hands the P. G. A. has a 1930 platform of still more rigid enforcement of a 100% credit rating as a prime qualification for membership. As this arrangement was effected for pros by the P. G. A. the P. G. A. very willingly undertakes the policing power that is at least our moral obligation, due the manufacturer.

Group Buying Is Out

Pro collective buying under the auspices of the P. G. A. has been eliminated from matters under consideration, due to the expensive and complicated distribution machinery involved. Abandonment of this matter after extensive investigation by our committee and after the new arrangements were made with the manufacturers leaves us free to focus important committee activities on merchandising education, employment and club relations. We have only to look into the bags in our racks to see what a huge unworked market we have right before us. For the good of our members, ourselves and the manufacturers 1930 should see us greatly developing sales of merchandise and instruction.

So, each pro who is worthy of his profession looks forward to the New Year starting as affording him his best chance to date of making himself recognized as a major factor in advancing the game.

AN EX-PRESIDENT'S LETTER

IF I WERE accepting the presidency for the first time and was not familiar at all with the workings of a golf club organization, I would highly appreciate a written report and a letter of recommendation by the chairman of each standing committee and especially from the secretary of the club. I would follow the same policy in organizing the new administration as outlined above for the reason that it is in accordance with the by-laws of our club and also is so simplified as to be very effective and has worked out in general practice for the good of the organization. I feel that an organization should not be too complex, neither should it be too elaborate and the closer the Board of Governors or the officers work together, the better results will be reflected at the end of the year.

BETTER weed out crab grass while it is small. The longer you put it off the more difficult will be the job and the greater will be the damage done the turf.

No Joy in Championships for the Greenkeeper

HERB SHAVE, greenkeeper at the Oakland Hills C. C., Birmingham, Mich., is one of those in the business who can say that when a major championship is granted the greenkeeper's troubles begin.

Now that it's all over and those who attended the Women's National event, in any capacity, came away from Oakland Hills impressed with its excellent greens, the story of what Herb was up against can be told. The weather man kidded him along at the start of the season, and then started dealing to Shave from the bottom of the deck. Let the presiding genius of the Birmingham establishment tell the tale in his own words:

"We started the spring work under very wet conditions, and continued till June 15th with good growing weather; in fact, too good to last. We sure had our troubles from then on. From that date we had two showers of from one to two hours' duration, with one day's rain in July. After that, rain was something we did not know till September 28th, which was Saturday. It started Saturday night and stopped Sunday morning around 10 o'clock.

"Our fairways, up to that time, had been nothing but dried up grass, our water supply at that time being inadequate for fairway sprinkling. In fact, I was lucky to be able to keep my tees and greens.

"We had the Women's National from September 30 to October 5th, and, like all brother greenskeepers, I wanted to have my course in as good shape as possible to get it.

"Fairways had to go as they were, and I devoted my time and patience to greens and tees. Two weeks before the tournament I top-dressed with two yards clean sharp sand per green, and gave them a shot of sulphate to cheer them up. I was very much pleased the way they came along.

"My club members had been telling me all summer that the greens were in the finest condition they had ever seen them, and when the U. S. G. A. officials and the women players passed out so many compliments about the condition of the whole course I just called it the best work I did for the season of 1929."