

Pros' Business Chief Tells How Work Looms

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INITIAL stages of the P. G. A. business administration have been exceedingly gratifying to the administrator. Although I have been for some time in fairly close acquaintance with the situation in professional golf and am no stranger to a vigorous, collective response from businesses desirous of whipping their problems into shape, I can confess that the enthusiasm and strength of the pro co-operation has been most striking.

As this is written, the first month of the business administration has not been completed but two points have been plainly proved. First, all doubt of pro unity on the business administration idea has been removed. Paid-in membership of the P. G. A. of America under the new \$50 annual dues plan is already sufficient to thus provide the association with a greater income than it has had in any previous year and consequently giving the pros' business administration financing for constructive work. The personnel of the P. G. A. membership under the new plan is being carefully supervised so P. G. A. of America membership now is *prima facie* evidence of a pro's ability, dependability and general high standing in his profession. It is interesting to note that among the members signing this year are more than a sprinkling of well-known veteran professionals who hitherto had not been members of the national body.

The second point is that there is plenty of work for the administrator.

The professional situation confronting the administrator is one that emphasizes the wisdom of making haste slowly. Many problems confront the pro golfer today and their solutions do not appear to be easy or imminent. President Pirie, other of your officers, and I have been doing considerable travelling and holding many conferences with professionals, manufacturers and club officials in order to get pressing matters straightened out and to see just where the pros stand.

There already have been several cases demonstrating the need of the recently established administration. One of the items brought before the administrator early in the annals of the office concerned the function of the P. G. A. in arranging tournament schedules. As is well known, St. Louis intends to hold a \$10,000 Open around the time of the National Open. The date selected conflicted with the Metropolitan Open, and in order to attract a big and expert field on its way to or from the National event some generally satisfactory revision of dates must be made. The services of the P. G. A. office in this connection, and in handling other details of the tournament, will readily justify a fee in addition to the prize money.

In connection with these Open tournaments there has been brought to the P. G. A. attention the guarantee money for appearance required by some of the professionals. What decision will be made by the P. G. A. on this is still uncertain although the appealing suggestion of approving guarantee money for the holders of the National, British and P. G. A. championships has been advanced by several of the tournament stars.

Serving the Rank and File

Although I have mentioned these matters concerning the low scoring players first due to them coming to my attention immediately after the office of business administrator was established, it is not to be thought for a moment that there will be any undue exaggeration put on the playing pros' problems at the sacrifice of the teaching professionals' interests.

The field for the business administrator's work in behalf of the teaching pro immediately divides itself into three areas; club relations, under which comes employment; instruction and merchandising.

It is the ambition of the P. G. A. business administration to see that every

competent professional has a profitable job where his work is well done and fittingly recognized. It is no secret that many professional jobs are held by men or boys who not only are unfitted to do their clubs justice in real professional service, but are injuring the present and future of the pro salary standard. That situation is going to take some patient and prolonged work on the part of the P. G. A. First of all we are seeing to it that our members are the best of all professionals. There may be some shortcomings that we may be called upon to correct even in these excellent though fallible men but the task will not be shirked. I have been repeatedly impressed by officials and representative members of the P. G. A. that it is the aim of the P. G. A. to have each member exemplify the highest principles of sportsmanship, professional practice and business integrity. I have taken these professionals strictly at their word and intend to see, to the limit of my ability, that membership in the P. G. A. is positive identification of the finest type in the business of sport. While I am on this subject I will say that my relations with club officials and manufacturers give happy promise of the golden rule applying as a good measure of co-operation with professionals in their effort to increase the value of their services to golfers and to golf clubs.

Manufacturers naturally will be interested to know the pros, encouraged by the new 7% discount, have begun to take concerted action in making pro credit 100%. The careful pros are not going to permit oversights or shortcomings of the tardy payers to curtail legitimate profits of thoughtful and informed pro business men. The good pros who form the backbone of the P. G. A. now, are united in attaining for all pros a quick paying record that will put their business administrator in a position to correctly represent them as a body of men having highest credit rating considering their volume of business.

Headquarters of the P. G. A. of America now are on the seventh floor of the First National Bank Bldg., Chicago, and I shall be pleased to have any professional, manufacturer or club official address me there on any subject affecting the pros' progress and welfare.

GOLFDOM is sent free monthly to the president, green - chairman, greenkeeper, pro and manager. Have we your name?

Keep Hammering Away at Tax Repeal Work

ALTHOUGH long deferred hope of getting the 10% tax on golf club dues, memberships and assessments continues to make the heart sad, conscientious club officials are keeping right after their congressmen with the intention of some day securing relief from this discriminatory and unreasonable tax.

Golf business this year has been so good that many clubs would feel warranted in undertaking programs of rehabilitation of courses and clubhouses were it not for the dead stymie laid by the tax on club financing. Last year, prior to the market slump, many of the older and substantial clubs contemplated modernization of their courses and remodeling of their clubhouses and many such enterprises still would be launched were it not for the 10% handicap imposed on any golf club that decides to take advantage of present low costs of building and do something in alleviating the unemployment situation.

With the newer clubs the 10% tax undoubtedly is having an effect in slowing up the solicitation of membership. Each view of the picture shows that the 10% tax has no justification for existence long after the war period that brought this burden into being.

The fight for relief is not one that will be won by the U. S. G. A. alone or by any minority of club officials. A persistent strong effort is required. Has your club expressed itself to your congressmen?

Try This Method on Moles— It Worked

EDWARD L. DAVIS of the Philadelphia Lawn Mower Co. tells GOLFDOM of a method he used in getting rid of moles. It worked for him, although he suggests that it be given further tests before it is employed as uniformly effective.

Mr. Davis took an ordinary garden edger and raised the turf, which the mole already had displaced, for two or three feet, sprinkling the ground underneath it with flaked camphor. He then replaced the turf and stamped it down. He treated the ground in a similar manner about every 15 or 20 feet, where the mole, or moles, had been active. Apparently they didn't care for camphor. The camphor did not seem to have any effect on the grass. One application did the work.