

No Dough for Tourney so Pass Buck to P. G. A. Innocents

*That, and Some More Close-ups of the Pro Picture Keep the
Vista Interesting*

By HERB GRAFFIS

WHAT appears to many to be a cute little case of passing the buck to the tournament bureau of the P. G. A. now is engaging the speculative interest of sport page readers. One of the California open tournaments was called off. The promoters jumped into publicity and claimed that the demand of the tournament bureau for 10% was the straw that broke the camel's back.

The 10% in the case of the tournament that was cancelled amounts to \$350. Of that amount about all that can be said is that its mention got the tournament promoters more national publicity than any other similar sum unspent in the community coffers. Sadly enough, the popular inference becomes a backfire to the community, for when \$350 appears as a matter of life and death to an attractive locale with a multitude of active and substantial people folks are liable to suspect that there is something especially sour with the finances and confidence of the merry villagers.

The P. G. A. tournament bureau was put on the spot in the publicity not alone on account of the 10% fee, but because of the playing big shots' requirement of appearance money.

Now the simple facts are that the tournament bureau tells the promoters of each open tournament the alternatives, the 10% can be taken out of the players' money, or added to the purse. Furthermore, the P. G. A. plainly and repeatedly has stated that the only appearance money it endorses is that which might be paid to the holders of the U. S., British and Canadian Opens and the P. G. A. championship. This appearance money business always has raised plenty of smoke and fire. The boys are not getting it with the ease that it used to come in. While we are always plugging for the pros to get every cent to which they are legitimately entitled, we have yet to be sold on exhibitions by the stars reaching the point where they can be staged on the

same steady, profitable schedule as "Abie's Irish Rose" or "Uncle Tom's Cabin." The hard part of this for the boys is that golf is the one game that the players don't want to play by proxy.

And don't think that the prize performers among the pros don't realize this. You can say what you please about these boys having been dropped on their heads at a tender age with subsequent evidence of cranial injury, but the accusation doesn't jibe with their expressions in print and in private.

The tournament bureau is a spontaneously organized affair with all of the big shot pros gladly contributing their share. There were a few stragglers, but they were taken in after due argument, and the lineup made unanimous.

When Bob Harlow was induced to enter into the picture that indicated further exercise of the intellect on the part of the pros and Mr. Gates. Harlow is the smartest business operator in pro ranks today so far as this show business is concerned and he is the last person in the planetary system who might be suspected of interfering with the tranquil order of things by any strong arm work. The arrangements he has made with hotels along the line of march of the barnstormers will confirm some of the statements made about Harlow's value to the pros.

He has plenty of problems, but compared with that array Gates has to contend with, Bob has only to go through the A. B. C. part of the curriculum successfully to show dollars-and-cents merit to the professionals.

GOLFDOM long has maintained that 75% of the pros who make this winter circuit would be much better off by staying at home and taking jobs as salesmen so they would come into the spring with business experience, better qualified to make the most of their good, steady jobs. But if some of the boys are lured into the circus business by the wooing of local open tour-

nament promoters why should they be held up to scorn as a band of chiselers by the same promoters. At the most, a lot of the pros get out of these tournaments only the risk of riding from points west back to the old homestead on the rods of box cars, blanketed down only by numerous crates of Sunkist perishable citrus fruit. Open tournament promoters would be better off figuring out a more equitable division of the prize money instead of squealing an invitation to start a revival of that dear old game whereby the pros reach in the bag and pull out the badger.

The pros have quite a howl on this open business themselves but they are keeping their noise to themselves. The split of the prize money usually leaves a whole lot to be desired, and the matter of appearance money for the stars also gives the not-so-bad members of the rank and file cause for complaint. At one of the minor open tournaments the past season \$1,500 prize money was offered. Appearance money took a good part of this advertised amount, so the winner of fourth place got \$55. Fourth place in a \$1,500 event has to be more lucrative than that if these events are going to draw any fields worth while.

The performing pros recently had a brilliant revelation of what protection the P. G. A. can give them, if they'd ask. The widely-heralded (mex.) driving contest at Philadelphia showed that. Instead of finding out whether or not the contest was on the P. G. A. accredited list some of the boys promptly spent traveling expense

money to and from Philadelphia. The winners are still waiting for their ohday, as the trick plot in the contest called for the prize money (actual) being a cut of the gate receipts. The gate receipts were so small that they could be stacked along a speck on a Greek restaurant menu without anyone being able to tell which was which.

As for the P. G. A. tournament bureau having anything to do with insisting on appearance money for the big boys, that is completely out of line with the facts in the case, according to information straight from the P. G. A.

A good part of this 10 per cent is to go toward defraying the expenses of the Ryder Cup international pro matches next summer and the P. G. A. still is very hopeful that the tournament bureau will yield enough for services rendered to make the hat-passing act unnecessary in financing the visit of the Britishers. The aliens did noble by our boys when the American team went across in 1929 to take its ne plus ultra spanking.

There is a whole lot to be gained by all concerned when this P. G. A. tournament bureau gets operating on a business-like basis and if any local promoters are not in position to avail themselves of the attraction of a tournament it is at least simple justice to refrain from holding their sobbing faces in their hands, pointing to the P. G. A. and crying "Big Bully" in an effort to arouse the sympathy of the assembled multitude.

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Business Topics in Annual Spotlight

When the annual P. G. A. convention is held at the Palmer House, Chicago, November 17, 18, 19, this matter of the tournament bureau will undoubtedly have considerable attention as will the proposal that the P. G. A. championship basis of play be changed. Those are items of importance but so far as the purse and prospects of most of the pros are concerned, not of *primary* importance by a long distance.

One thing that the boys will have to hop on right sudden is that of their merchandising. The 2½ per cent-90 day discount has been cancelled by the manufacturers. Experience with this discount showed that only a negligible number of professionals were taking this discount. This discount, instead of encouraging some of the boys to snap into it on paying, had the opposite effect according to the manufacturers' records. However the improvement in the pro credit situation generally was such that all sides are encouraged. The 7 per cent discount was grabbed by the substantial pros and some of the fellows who were just working out their earlier stages of their development as substantial pro business men found the

5 per cent discount a great help. There is something wrong when a 90 day discount doesn't do a whole lot in making that delinquent account list pucker up to the vanishing point. And if you ask this observer, that something wrong is failure, of the pros who need information most, to keep accurate records of their businesses.

A lot of the boys know they need schooling in business methods and we always have maintained this is one of the brightest aspects of the pro future. If the fellows thought they knew it all you could check them off as hopelessly doomed.

One thing that the P. G. A. convention might well consider is planning a pro business school, several sessions of which could be held at various points throughout the country just prior to the opening of the season. If the P. G. A. goes through with its plan to have an instruction conclave on the order of a football coaches' school when the motion picture instruction pictures are shown at Columbus early next year, a merchandising school most certainly should be held at the same time.

Pros Do One-Fifth Athletic Retailing

Here are the figures on the sporting goods business for 1929 from the Bureau of the Census. Figures are in manufac-

Fall Time Fairways

Are doubly alluring when the hue of mid-summer green greets the eye and the velvety softness of growing grass helps the "lies" and softens the tread.

BUCKNER SPRINKLERS

Will help to keep your fairways and greens in June shape until snow flies. Prepare now for a firmer, stronger grass next season by keeping the course at its best throughout the fall months. It pays --- pays big. Shall we tell you how to do it?

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Joseph P. Breck & Sons. Boston, Mass.
Ritchie Bros. & Co. Vancouver, B. C.
Ivan W. Lee. Seattle, Wash.
Canadian Fairbanks Morse Co., Winnipeg, Can.
Huey & Philip Hardware Co. . . . Dallas, Texas

Eastern Engineering Representative

Wendell P. Miller & Associates
Columbus, Ohio Chicago, I

turers' selling price:

Total sporting goods	\$48,900,483
Golf	17,908,753
Fishing	8,572,607
Baseball	7,793,632
Tennis	4,690,754

Golf also lead in percentage of increase over 1927, when government figures were last compiled. Golf's volume then was \$12,263,862 so the two year percentage of increase is 46 per cent. Tennis comes next in this increase with 45.3.

GOLFDOM'S survey figures released in September, 1929, almost a year before the government release was made, made a golf estimate within 5 per cent of the government figures. We are mentioning that to show that our next statement has a substantial foundation of expert estimating.

Now comes the fireworks:

The pro volume of the entire golf business is approximately 55 per cent of the dollars-and-cents value. That means *the pros are doing more than 20 per cent of all the sporting goods retailing in the country* as the export sales of the American sporting goods manufacturers are figured in the production totals.

The message to the pros is simply this: any pro who is not a good business man and qualified to protect and extend this market domination ought to change his ways or get out and make a place for some other fellow who won't ruin it for the rest of the boys.

Sayers, Star Pro Merchandiser, Gives Lesson in Using Head

SEVERAL times we have heard George Sayers, pro at Merion Cricket club, cited as one of the livest pro merchants in the country. George again has shown the boys how this reputation is founded by using his head during the amateur championship held at his club.

George knew that Jones and a lot of the other amateur stars would be using sand wedges during the amateur championship and he also knew that there was going to be a record gallery at Merion. So putting these two items together, adding some brains, and stirring well with some newspaper advertising the boy cooked himself a very tasty \$3,600 roll, out of which he was able to cut a gross profit slice of \$1,350 for a week's business. His only additional expense was the slight one for the newspaper advertisement shown herewith.