

# Pros and Assistants Plan P. G. A. Business Conference, June 23-24

**F**OR THE first time in pro history the professionals have set themselves to assert their leadership in golf goods merchandising and to plan for a strengthening and extension of this leadership. President Hall of the Professional Golfers association has appointed Elmer Biggs, pro at Peoria (Ill.) C. C., chairman of the merchandising committee of the P. G. A. Personnel of the committee has been tentatively decided on, but will not be announced until acceptance of appointments are received from the various members. Outstanding pro business men in the west, central states, east and south have been named.

The P. G. A. has sent to all of its members details of the forthcoming business conference of the association which will be held at Deshler-Wallick hotel, Columbus, Ohio, June 23-24. It is the P. G. A. hope to get a big attendance of professionals and their assistants as this affair is the first effort the P. G. A. has made to crystallize its plan of pro merchandising education.

## Special R. R. Fares Granted.

Arrangements have been made for professionals and their assistants to obtain from P. G. A. headquarters, First National Bank Bldg., Chicago, certificates calling for fare and three-fifths to Columbus, then to Toledo if desired, and return to the passenger's home. Commissioner Gates requests that applications for these certificates be sent to Chicago without delay.

The Western Open championship will be concluded at Miami Valley C. C., Dayton, O., June 20. The P. G. A. business conference will be sandwiched between the Western Open and the Ryder cup matches, scheduled for June 26 and 27. On July 2 the National Open starts at Inverness. This packed program of playing means that professionals who are distant from Columbus may not find it convenient to attend, but from present indications they are going to see to it that their assistants are there. Leading lights in the pro field rightly figure that it is high time to devote considerable effort to the business education

of assistants. By getting the most promising assistants assembled at the Columbus meeting the master pros hope to impress upon the boys the responsibilities and opportunities of their positions.

## Announce Helpful Program.

The P. G. A. merchandising committee has sent details of the program, railroad and hotel rates to all of the P. G. A. members. The program and speakers, as tentatively arranged:

*Shop Arrangement to Increase Sales and Service* ..... Jack Holmes  
*Pro-Manufacturer Teamwork with Profit* ..... Charles Hall  
*Making Pro Service More Valuable to the Club*.... An Official of the U. S. G. A.  
*The New Pro Markets—Men, Women and Children*..... Horton Smith  
*Advertising, Publicity and Sales Ideas for New Profits*..... James Cady Ewell  
*Training Assistants for Present and Future Profits*..... E. C. Conlin  
*Buying, Bookkeeping and the Credit Standing*..... Speaker to Be Named  
*Pro Competition and How to Meet It* ..... A. L. Mercer  
*Motion Picture Instruction and Its Lessons to Pros*..... George Sargent

With this first Business Conference the professionals have an opportunity to step out and publicly show their merchandising interest and abilities at a time when their command of the market is attracting the fire of envious competitors.

The most successful professionals, the most ambitious assistants and the leading manufacturers are anxious to have this initial sales-education effort a great success and ask the heartiest co-operation from all concerned.

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## PAYMENT IN FULL!

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