

# Pros to Hold Business Confab June 26-27 at Columbus, O.

**D**ECISION by the Ways and Means committee of the P. G. A. to hold the first professional business conference at Columbus, Ohio., during the Ryder Cup matches, June 26 and 27, put the finishing touch on the plans of Ohio golf enthusiasts to make the Buckeye state the center of the golfing universe from the start of the Western Open to the final play in the National Open.

By the time the business conference is held it is expected that the Merchandising committee of the P. G. A. will be functioning vigorously and will make its public debut as a welcome constructive force in the professionals' organization.

At the Columbus conference, it is planned to have exhibits of equipment, and addresses from leading authorities on merchandising. Just how this program can be crowded into the schedule already arranged by various organizations for the Ryder Cup event, remains to be decided. It is the earnest purpose of the P. G. A. to make the business affair one that will draw professionals from far afield and give them specific business ideas and inspiration that will make them of more value to their clubs and of greater individual earning power.

## Plans Makers' Participation.

Preliminary plans call for an active participation on the part of the leading makers of golf playing equipment and supplies. The manufacturers have shown a keen interest in the prospects of such a meeting, as it is becoming more evident each day that the profits of the makers of quality golf goods depend largely on the pros' business advance.

By the time of the Columbus conference, it is expected that the Jones-P. G. A. instruction films will be released and an important part of the session be devoted to a consideration of the most effective and profitable manner of using the P. G. A. films in instruction. The Wethered and Vardon pictures now are available to professionals and have made a huge hit with the hopeful amateurs, as well as with the studious professionals. Due to the Jones tie-up with Warner Brothers for instruc-

tion films to be released through the motion picture houses, the P. G. A. held back on its release of Bobby's super-slow films. Possibly the P. G. A. films could have been immediately released after a legal set-to, but Hall expressed the attitude of the pros neatly in recent newspaper interviews by saying, "If holding off a few weeks on the P. G. A.-Jones films will mean more money for Bob, we'll gladly do it, and hope he makes a million dollars out of his public movies."

The comment, widely printed, did the pro cause a lot of good as a good-will move, and put a strong publicity push to the P. G. A. films. It was an excellent "smoke-up" as the public was again made acquainted with the fact that the P. G. A. films were of a unique character and would be shown only by the professionals. It is the opinion of many of the foremost professionals that Jones' contract with the movies will mean a fortune to the professionals who use the P. G. A. instruction films.

## To Get New Goods Ruling.

Further evidence of the part the P. G. A. is playing in getting the field on a business basis, probably will be bright at the Columbus conference as a result of the recent agreement made between the U. S. G. A. and the P. G. A. on the matter of new goods. In accordance with the terms of this arrangement, new goods submitted to pros for purchase will be given a prompt and official ruling on their legality by the U. S. G. A. This will avoid repetition of the unfortunate sand-wedge experience. The club was the biggest selling distinctive weapon brought to the market in recent golfing history. Thousands of them were bought as Christmas presents and thousands were bought for 1931 retailing. Ruling of the U. S. G. A. made public shortly after the first of the year caused consternation and monetary loss to the players, the pros and the manufacturers. The outcome was a vivid reminder that golf is a business as well as a game these days, and called for the USGA-PGA deal that should prevent any future oversight and delay of this character.