

Big Turnout Expected at P. G. A. Columbus Business Conference

By HERB GRAFFIS

FURTHER development of the plans for the P. G. A. first business conference outlines program features that give definite assurance of great aid to pro merchandising.

Among these program highlights, tentatively scheduled at a recent session of P. G. A. officials, are:

- Shop arrangement.
- Training of assistants.
- Use of P. G. A. instruction films.
- Sales to women.
- Pro bookkeeping.
- Selling at fee courses.
- New sales ideas.

It is intended to have the sessions at Hotel Deshler-Wallick, Columbus, Tuesday and Wednesday, June 23 and 24. Due to the crowded day-time program of Ryder cup week, these meetings will be held in the evenings, probably from 8 to 11. Experts from the pro and manufacturing fields will appear on the program. The manufacturers are keenly interested in this latest evidence of pro business development and see in the enterprise an opportunity to be of substantial assistance to the master professionals not only in teamwork toward the solution of problems that are of urgent value to the pros but in the very necessary job of training the assistants.

It is the consensus of pro opinion that the education of assistants in business operations and instruction has been one of the jobs generally neglected due to press of other duties. Now, with pro business generally established on a sound basis, the work must be carried on until it prepares the professional part of the game for a future that will be to extend pro value. It is hoped that this attention given to assistants will result in qualifying today's youngsters to handle the constantly increasing problems of golf's business growth.

Ask Pros to Send Boys

Because of the heavy playing schedule crowded into the last two weeks in June, it is believed that some of the pros may not

be able to take additional time out for the business conference. Plans for the event, therefore, are being made with the idea of seeing that every professional, whenever possible, encourage his assistant to come to Columbus. It is the idea of the program makers to have sessions of such straightforward value that each ambitious and alert assistant will take back to his pro employer's service practical sales ideas that will quickly repay the expense of conference attendance.

Logically the master pros are intensely concerned with the conference, and are planning to attend in considerable numbers, for the sessions are the first at which pro business problems will be generally discussed.

Organization of the P. G. A. Merchandising committee is nearing completion and by the time of the Columbus conference it is expected that the new committee will be functioning in lively fashion. The opportunity afforded to get an extensive close-up on pro business problems during the Columbus meeting should be a worthwhile factor in getting the new group started off right.

The Ways and Means committee of the P. G. A. does its work in handling relations between the pros and the manufacturers. It is the intention that the Merchandising committee's province will be the field between the pro and his player market. The new committee is slated to have a spirited and sound educational program which will be inaugurated at Columbus.

It was originally intended to have the Columbus conference cover a three evening session, but as the qualifying event for the remaining two places on the Ryder cup team will take place on Monday, it has been decided to avoid any possibility of an over-crowded daily schedule.

Rooms for Manufacturers

Surrounding the meeting hall of the P. G. A. business conferences are rooms

available for exhibits of manufacturers. Charts of these rooms are being mailed to the pro suppliers and display rooms will be allotted in order of reservation receipt. There are three large rooms available at \$30 a day and 12 smaller rooms, costing \$10 a day. The displays will afford manufacturers a chance to show their complete lines and will have interest for the large number of players in Columbus as the gallery for Ryder Cup week.

The rates are those charged by the hotel. The P. G. A. is assuming the promotion expense for the event and deriving no financial profit from the conference. In the promotion of a big attendance at the meeting the P. G. A. expects to have lusty co-operation from the manufacturers and their salesmen. The manufacturers have as much to gain from the success of this promising experiment as do the pros, their assistants and the clubs. Because of that unity of interest, the P. G. A. and manufacturers are bent upon getting a big turnout of first-class professionals and their assistants.

Pacific Northwest P. G. A. Polices Business

A SUCCESSFUL experiment in putting golf goods retailing on a better basis for pros and manufacturers is being conducted by the Pacific Northwest P. G. A. The Pacific Northwest organization has a Business Relations committee functioning between the pros and manufacturers. On this committee are: F. J. Henwood, pres. of the association; Neil Christian, vice-pres.; Jack Martin, secy.-treas.; Bob Johnstone, Walter Pursey and Bill Hanley.

Although the association had only six members on C.O.D. terms, the committee decided to help these boys get back in good standing. It was possible for members of the committee to call on four of the six boys and bluntly state that unless there was an improvement in the credit rating, their memberships in the association would be suspended, nor would any effort be made to prevent the manufacturers from going to the clubs with the accounts. It was found possible with three of the four visited to improve the situation considerably. The three boys had been in a slump and a comparison of experiences and ideas helped them out. One of the laddies didn't take the matter seriously and, according to reports, is just barely holding his own. The two the committee was unable to con-

tact personally were written. One of these boys batted up promptly; the other still is slow but improving.

The committee wrote to several professionals who were not members of the association and explained to them the many benefits of a good credit rating.

One of the toughest jobs of the committee is the unfair competition of retailers who cut prices on standard pro brands, making the items leaders for brief sales. Rumors of unfair discounts also have been tracked down. Although the positive evidence of such discounts is difficult to obtain, the committee has found that by talking things over with both the price-cutting and price-maintaining dealers and getting them sold on the idea of standard discounts that don't allow any competitors an unfair advantage, this angle straightens out.

The price slashing was handled by contact direct with the manufacturers who shot straight with the pros and saw that the most violent price cutters were brought back into line so everyone could make a little money.

Representatives of leading manufacturers meet regularly with the committee.

This Pacific Northwest committee has performed so well that it is expected a Business Relations committee will become a part of most of the P. G. A. sections. The Illinois P. G. A. has formed such a committee which already is functioning on several important matters concerning pro merchandising.

East-Western Vet Pro Tourney Ryder Cup Week Feature

AMONG the features of Ryder cup week at Columbus there may be held the first national veteran pro tournament. Possibility of holding such an affair has been mentioned by the pros and the Columbus folks. The week also will have a tournament carrying the alluring title of "The Johnny Walker cup match," in which representatives of big business, the press and the stage will exhibit athletic antics.

WORTHINGTON OPENS NEW BRANCH IN ST. LOUIS, MO.

St. Louis, Mo.—Worthington Mower Co. has opened a sales office and service branch at 1505 De Soto Ave., in charge of Lou Nobbe, formerly assistant to John Dee, manager of Worthington's mid-western division. Nobbe will handle sales and service in the Missouri territory.