

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.