



Professional Golfers Association Delegates and Officials Gather for Annual Convention at Peoria

PGA in Convention Cuts Dues; Elects Jacobus President

By HERB GRAFFIS

FULL ACKNOWLEDGMENT of the drastic changes that have influenced the golf business during the last few years of the "great upset" was apparent in the action of the Professional Golfers association of America at their annual convention held at Hotel Pere Marquette, Peoria, Ill., November 21-22.

Preceding the convention, the Executive and the Ways and Means committees met in prolonged sessions at pro headquarters at Chicago, November 18, 19 and 20, for the purpose of expediting the Peoria general meeting of the delegates and framing a program for the manufacturers' conference, which is the subject of another piece in this issue.

When the laddies flopped their tired frames into the lowers homeward bound the hole-by-hole score on the assembly's achievement stood:

- (1) Reduced the dues;
- (2) Adopted a new policy of conducting meetings, avoiding aimless, tedious, futile rag-chewing, but minimizing charges of steamroller treatment;
- (3) Established harmony for mutual profit with the manufacturers;

(4) Assured financing of the Ryder Cup team invasion of England;

(5) Elected first American-born president in the 16 years of PGA history;

(6) Arranged extension of business administration activities and closer contact with sections and members;

(7) Balanced the budget.

(8) Confirmed the executive committee's action in eliminating PGA and "pro" branded merchandise.

(9) Finally realized a frank publicity policy was vital and local reporters were welcomed to the sessions.

Cleared for Action.

A PGA national convention would be a revelation to club officials who know the usual business convention's emphasis on frolic. The pros, with their own convention expenses paid by their association, spend time in serious business procedure. Waste time of fellows talking to listen to themselves babble about vague ideas and eliminated this year by the preliminary sessions of the executive and other committee heads. These sectional representatives were acquainted with the ideas and specific instructions of each section and arranged

a general session program so effectively that more was done at this convention than during any previous PGA annual meeting. The cost of this convention was \$3,500 against \$5,500 last year, so Jack Mackie, thrifty, tough treasurer of the organization pointed out.

Raising the curtain on the Peoria session was the report of business administrator Albert Gates, who presented statistics on the extent of the organization's membership and referred specifically to the pay-out on its insurance policies covering life and shop thefts. The PGA, as the Gates report revealed, weathered the

trying year of 1932 in far better shape than most business groups. Confirmation of this statement was given by the report of J. B. Mackie, treasurer. Despite heavy drains on the exchequer, the association finished the year in good shape.

Budget O. K. With Dues-Cut.

Mackie had labored well around the clock the Saturday preceding in balancing the budget for 1933. Jack has been treasurer of the PGA for many years. He would dive under a speeding fast freight train to save a dime of the association's dough. With the PGA ball deal income promising the association has a new income of approximately \$20,000 for 1933 the treasurer's worries about financing the Ryder Cup team's trip to England, and other expenses of the association were allayed, even in the face of a dues reduction from \$50 to \$40 a year for class-A members.

This dues reduction had to be made this year, or else! Every sectional delegate, so far as could be learned, was instructed to fight for it. The preliminary executive session considered these demands and made the recommendation of the reduction which was promptly, unanimously approved by the convention.

In connection with this action, A. M. Theobald, president of the Central New York PGA, advanced an interesting suggestion that promises to receive considerable study during the year that must elapse before the idea may be accepted in the PGA constitution and by-laws. Theobald proposed that Class-A pros of 9-hole clubs be taken in, when acceptable, at a sharp reduction in annual dues. Some of the pros commented that a number of the 9-hole jobs have more net income annually than do many 18-hole spots.

Pro Brands Abolished

George Jacobus, as chairman of the Ways and Means committee, read a fire-works report announcing the new deal with the manufacturers. On September 19 the committee met with representatives of the Club and Ball associations and agreed on discontinuance of the use of PGA brand or any other reference to "pro" in the merchandise of the association members. In return the manufacturers were to make substantial changes in their trade practices and to make a cash adjustment.

The deal's complete details were threshed out and accepted by the pros and manufacturers in the Chicago session,

NEW OFFICIAL PERSONNEL P.G.A. OF AMERICA

President—George Jacobus, Ridgewood (N. J.) C. C.

Secretary—R. W. Treacy, Woodmont C. C., West Allis, Wis.

Treasurer—J. B. Mackie, Inwood C. C., Far Rockaway, N. Y.

Vice Presidents—Tom Boyd, Fox Hills G. C., Stapleton, Staten Island, N. Y.; James Wilson, Ravisloe C. C., Homewood, Ill.; W. C. Rimann, South Ridge C. C., Hickman Mills, Mo.; Fred Brand, Allegheny C. C., Sewickley Heights, Pa.; Dan Goss, Highland Park G. C., Birmingham, Ala.; Harold Sampson, Burlingame (Calif.) C. C.

COMMITTEES

FINANCE: J. B. Mackie, chairman; George Jacobus, James Anderson, Pine Lake C. C., Pontiac, Mich.

PUBLICITY: Elmer Biggs, Peoria (Ill.) C. C., chairman; Edward Newkirk, Navajo Fields C. C., Blue Island, Ill.; R. W. Treacy.

MANUFACTURERS RELATIONS: J. B. Mackie, chairman; George Jacobus, Tom Boyd, John Inglis, Fairview C. C., Elmsford, N. Y.

NATIONAL HEADQUARTERS AND TOURNAMENTS: Alex Pirie, Old Elm Club, Fort Sheridan, Ill.; James Wilson, R. W. Treacy.

EDUCATIONAL: Willie Ogg, Worcester (Mass.) C. C., chairman.

MAGAZINE: Jack Pirie, Woodmere (L. I., N. Y.) C. C., chairman; Jack Martin, Fircrest C. C., Tacoma, Wash.; P. C. Pulver, 150 Nassau St., New York City; Dan Goss, Harold Sampson.

UNEMPLOYMENT: Alex Pirie, chairman; Robert Barnett, Chevy Chase (Md.) C. C.; J. A. Patterson, Potrero C. C., Inglewood, Calif.; John Inglis.

Honorary President: Charles Hall, Birmingham (Ala.) C. C.

Business Administrator: Albert R. Gates, First National Bank Bldg., Chicago.

Honorary Vice President: Robert Tyre Jones, Jr.

November 19, dependent on confirmation of the PGA acceptance at Peoria.

The new deal calls for the present stock of PGA-branded balls, or of other balls of leading makes carrying any reference to pro in the brand name and implying pro endorsement, being liquidated. There are about 40,000 doz. of such balls in manufacturers' possession. Basis of the liquidation will be an extra discount passed on to the player buyer and an additional discount of \$1 a dozen to be split 50-50 between the PGA headquarters fund and the PGA member who sells the balls.

Reason for the PGA brand was the pro need for balls to be sold exclusively through pro outlets and having retail price fixed on a basis allowing a profit, the pro being unable to feature balls at less than cost plus selling expense for a "leader" as did other outlets. Arrival at an understanding for even-break marketing so far as the manufacturers are concerned promises to settle this cut-price angle as near as is possible so long as the world continued to be peopled with human beings.

Further objection to the pro-branded deal was that manufacturers of reputable merchandise who were unable to get a PGA license regarded it as an unfair curtailment of the market and maintained that they were forced, by sheer necessity of selling goods, to retaliate with price cuts reacting on all pros and manufacturers. Threatened danger of taking the issue before the public, claiming that the pros were exploiting their members in creating a market monopoly, was considered unwarranted in view of evidence. In 1932 the golf ball business operated at a loss and hope of any profit in 1933 and further future depended on both manufacturers and pros playing ball together instead of continuing expensive wrangling.

Because of the whole deal on the PGA brands being gummed up by inability to reconcile the nature of the restriction with the conditions that have altered since the PGA brand arrangement first was put into effect, the brand business was tossed into the discard.

This conclusion, Jacobus reminded the boys, was not reached by any small group of the organization, executive or otherwise. During the past year the Ways and Means committee sent 11 letters to the PGA members for the purpose of ascertaining definitely the members' opinions.

Returns of the questionnaire relating to manufacturers' pro policies and operations

PGA CHAMPIONSHIP RULES REVISED

Among amendments to the PGA constitution adopted at Peoria were three concerning the championship. They read:

(1) "The Executive Committee may, in its discretion, invite such foreign professionals, excluding natives of the American continents, as may be temporarily visiting in the United States, to take part in the Annual Championship, provided such foreign professionals shall be members of the Professional Golfers' Association in the country from which they come. In event such professionals are invited and do participate, such participation shall not affect the number of places already allotted to the members of this association.

(2) "No alternates or substitutes shall be permitted to take part in the annual championship. After cards are turned in in the local qualifying round they cannot be withdrawn or any substitution made for such qualifier.

(3) "A sum be set aside for the president and secretary to attend the annual championship of the PGA to represent the National Committee."

No action was taken on such cases as the failure of the U. S. National Open champion or visiting South American pros to qualify for the PGA championship. Many pros regard the latter action as inevitable as performance of the Argentine pros, especially Jurado, having given grounds for the belief in some quarters that international pro matches between the U. S. and Argentine would be closer than those between U. S. and British pros. The Argentinians have a substantial pro golfers' organization.

were gone into in detail by Jacobus during reading of his report. Sweet and scornful words were about evenly divided.

Work of Gallagher Praised

Jacobus also referred to the lively interest in the club-making and repairing clinic conducted by Jim Gallagher of the association's field staff. Gallagher's work has aroused so much favorable interest and helped the pros so much that all sections are anxious to have him visit them, which is something the PGA promises to do at earliest convenience. Gallagher exhibited and demonstrated his tools between convention sessions and gave a demonstration at the final session of the meeting.

In commenting on the Jacobus report, President Hall explained how the pros got a good trade from the abandonment of the PGA and other pro trademarks.

Willie Ogg, chairman of the educational committee, cited the progress of the New

England section as the result of a carefully planned educational program. Shop work, greenkeeping, instruction and merchandising have been covered in the New England plan. Ogg told of a certified public accountant's examination of pro books in the section which showed that, considering servicing costs of clubs sold, the pros were lucky to get an even break on their money in shop operation. New England's part in the development of the PGA new shop tools was told. It was brought out that Gallagher has visited 275 pros in 7 states and the tools and shop instruction already have been highly valuable in eliminating delays of returning goods to factories for repairs.

A strong impression was registered by the Ogg report. It is believed that other sections will follow the New England plan of educational meetings and that the PGA national conventions of the future will feature addresses by authorities on various phases of business with which the pros are concerned, as well as deal with the association's internal affairs.

Winter Tourneys Not Bad Off

Alex Pirie, in reporting on the national headquarters, told of plans made to assure closer contact between the business ad-

ministrators and the sections. He said that during the present year 38,458 letters were sent out by the Chicago office and 10,000 letters received. Economy, in keeping with the present conditions, Pirie noted as the keynote in the headquarters operation. Telling of the tournament bureau activities, Pirie related that \$4,386 was spent on the bureau during the 12 months ending April, 1932. From that time to the convention date, \$688 had been spent, with the prospect of \$1,300 being sufficient for the expenses during the entire 12 month period ending April, 1933. He cited the figures of Francis Powers, tournament bureau director of the PGA, in advising that the prize money total was as good as could be expected. Baseball, football and boxing gates are off 60%, according to Powers, while the winter tournament prize money has slumped only 40% under the level of the previous winter season. Pirie mentioned Hartford, Conn., as interested in an open tournament in 1933.

Powers was introduced and summarized the winter schedule to date, giving the boys some hope of additional events in Florida now in negotiation.

Unemployment Still a Problem

In the matter of pro unemployment, the PGA is completely stymied, Pirie confessed, when he told of the efforts of the association's committee on employment. In commenting on the struggle with this problem, Bob Barnett told of a possible increase in employment of club-makers as a result of the PGA tools and bench instruction. Tom Boyd, earlier in the meeting, had mentioned the educational campaign of the PGA as keeping repair work in the pros' hands.

For the first time at PGA conventions the sectional delegates were called to come before the convention and comment on any new business their instructions involved, or tell about any instructions that had not been acted on by the meeting. The boys cleaned up some minor odds and ends.

During this stage of the proceedings it was brought out that in a number of cases, PGA shop loss insurance payments has more than meant a profit on PGA membership cost. W. C. Reimann of the Midwest section spoke of that group's practice of suspending credit delinquents. Work of the Pacific Northwest and Wisconsin sections in bettering the credit status of their members also was cited.

At the suggestion of Edward Newkirk, secretary of the Illinois PGA, the idea of

NEW DUES SCHEDULE ADOPTED BY PGA

Class A.....	\$40.00 per year
Class A Junior.....	40.00 per year
Class B.....	40.00 per year
Class C.....	40.00 per year
Class D.....	5.00 per year

Annual dues payable upon election, or in three installments: \$10.00 on the first day of April; \$15.00 on the first day of July, and \$15.00 on the first day of September.

Dues of Class D members shall be payable upon election, or in one installment on April 1st of each year.

A new classification of membership is established to be known as Class F.

When a Class A, A-Jr., B or C member shall be out of employment and unable to meet his obligations to the association he may, upon recommendation of his local section, be transferred to Class F for a period not to exceed two years, and as such shall pay dues in the sum of \$10.00 per year.

A Class F member shall be entitled to play in tournaments held by his local section, but not in the qualifying round for the PGA Championship, and shall have no right to vote.

a drive for assistants' memberships was brought up and heartily endorsed.

Hall Declines Third Term

Prior to the election, President Hall firmly declined to be returned to office after two most exacting and resultful terms. Hall's adroit steering of the PGA during a most critical period of American business has been responsible for opening up a new and better day for the pros, according to the observations of many who are close to the scene. Now, according to a logical precedent established by Alex Pirie at Peoria, in refusing another term as president, Hall becomes honorary president and in a position to counsel his active successors in carrying out the policies formulated during his administration.

Jacobus, president of the New Jersey PGA, first came into national PGA recognition as a member of the merchandising committee that had an active, effective career in 1931. During 1932 he was chairman of the Ways and Means committee and functioned so ably in this capacity that he was nominated for the presidency of the national body by Willie Ogg, his predecessor and advisor on the Ways and Means committee. Jacobus, at the age of 33 becomes the first native born pro to head the PGA. His brother Russell also is a pro.

At Peoria there was decided evidence of the old guard's satisfaction with the sound development of the youngsters. Any PGA executive job is something in which the onerous burdens far outweigh whatever glory is connected with the deal, so changes in the official personnel are attended with profound sighs of relief coming from the outgoing officials and their hearty good wishes to the newcomers.

The concluding session of the meeting, in addition to the demonstration of the new shop tools, gave the usual votes of thanks to the outgoing officers, voted its confidence in the business administration of Albert R. Gates, passed a resolution of respect to the memory of Robert Cutting, president-elect of the USGA, and re-elected Bob Jones as an honorary vice president.

Elmer Biggs, pro at the Peoria (Ill.) C.C., and his local comrades who brought the convention to Peoria and entertained it royally, were given a rousing tribute. Biggs, one of those quiet, blond Dutch workers and the sort of a pro who is invaluable to a good club, has been one of the most earnest workers in PGA ranks for some time and fully deserves the ex-

pression of gratitude made by the convention.

During the final hours of the convention Jack Pirie reported on the magazine committee, showing that the magazine was doing the usual job of an association organ. Jack Mackie, commenting on the report, pointed out that the magazine made money this year. Later, the gracious action of the PGA, in calling for remarks by GOLFDOM's editor, gave the boys an amazing and authoritative close-up on anything they wanted to know and which was the editor's fund of knowledge. This always is the ambition of this great family journal. The address took one minute.

Entertainment formalities on the program were the president's dinner and a boxing show Monday evening, and a pleasant buffet supper Tuesday night, at both of which affairs convention attendants were guests of their Peoria hosts.

U. S. RUBBER ANNOUNCES 1933 GOLF BALL LINE

Providence, R. I.—On December 15 first shipments of the new United States Rubber 1933 line of golf balls will be made from the factory here.

Leading the line is a new Royal on which laboratory and field tests have been centered for many months past. It is, according to U. S., "a new, improved and different type of paste center construction." The U. S. bulletin to its branch managers and salesmen says about this ball: "The longest driving golf ball ever made"; "a combination of sweetest feel and sharpest click ever built into a golf ball"; "will always remain white . . . painted with 3 coats of specially prepared white enamel."

This new leader, which is a successor to the Pro Royal, has been named the Three Star U. S. Royal and retails for 75c. It is the experts' ball of the line.

The new U. S. Royal, is of entirely new construction. It combines the distance of the old Royal and the toughness of the 444 and is made for the average golfer. It also sells at 75c retail.

The new Fairway, U. S. claims, is the outstanding 50c ball of all time in golf. The distance and durability are superior to its predecessor and a new paint job assures whiteness throughout long life, says U. S.

The U. S. Nobby, to retail at 3 for \$1, and the Tiger at 25c retail, both have new construction this year. Among other points about these balls, Ed Conlin, golf ball sales manager of U. S. Rubber Co., mention the smaller core and more yards of rubber thread winding to give the Tiger more distance and better feel.