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# PGA Needed by All Pros for Protection and Progress

By GEORGE JACOBUS

President, Professional Golfers' Assn. of America

Earnest young Mr. Jacobus, president of the national pro organization, tells the brethren why they should rally round the flag. His pertinent remarks answer many details of the pros' frequent question, "what does the PGA do for me?"

Not a few of the professional gentlemen harbor the thought that it is, oh, so silly to pay \$40 annual dues unless this \$40 brings a couple of annual snapping right back into the kitty. George endeavors to reason with these gentlemen, as follows:

**A**FTER THOROUGHLY investigating various professional organizations I find that the PGA, without any question, gives its members more for the amount of dues paid than any other professional organization. Other organiza-

tions of professional men exist merely for the exchange of theories and ideas and to attain the strength which comes through unity.

I have interviewed approximately 65 men, representing four different professions, and not one of them made any statement detrimental to their professional organizations. They all seem to feel proud to belong to an organization which lends power and dignity to their particular profession.

Another illustration of this necessity of striving for unity and harmony is exhibited daily to every golf pro by the officers, directors and the chairmen of the green committee of his golf club. Consider the time they devote to their jobs and the money they spend to create good will and

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better feeling among the members. They realize that harmony is necessary for a smooth-running and successful club. These men are all high-type, successful business men who are prompted by their love of the game to devote unlimited time and service to make their golf club successful, outstanding and a credit to their community. They have the interest of their club at heart.

It must be remembered that these men do all of this work for an organization which exists solely in the interest of the game of golf and for various social activities. Isn't it reasonable to believe that the professional should be willing to give the same whole-hearted support and co-operation to an organization which exists for the benefit of the business from which they are earning their living?

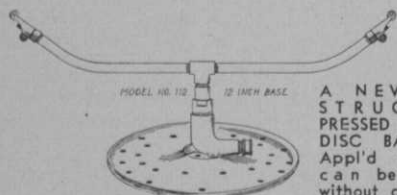
With the necessary co-operation and support the PGA will make it possible for all members to have such knowledge and be so well qualified that golf clubs in the future will feel that they cannot safely apply anywhere but to the PGA when in need of the services of a professional.

The PGA has mapped out a constructive program along this line, but such program can only be successful if every member backs the work of the association 100 per cent, by the payment of dues (a small item to every pro, amounting to less than eleven cents per day) and by offering his full support and co-operation.

I feel sure that every member will agree that a powerful organization, built upon unity and harmony, is more to be desired than the numerous other benefits which have always been provided by our association to its members but which I have always considered secondary. However, these benefits are such as to be worthy of mention so I take this opportunity to list a few of them:

The PGA finances a Tournament Bureau which is conducted for the benefit of the tournament players. Tournaments help to keep the professional before the golfing public, and help to retain and stimulate interest in the game, which are important factors but are often overlooked

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by many professionals who are not tournament players. The more interest we can stimulate in the game the better chance the professional has to sell his knowledge and be considered "the golf doctor," which he most certainly is at his club, since he is an authority on everything pertaining to golf.

The PGA has a Benevolent Fund to take care of members who are sick or incapacitated and unable to provide for themselves. We are now taking care of four or five members with this Benevolent Fund, sending them checks monthly.

The Unemployment Relief Committee, which I recently organized, is making a thorough survey of our entire membership, collecting data on all cases of unemployment and destitution, with the view to providing relief to such extent as the funds available will permit, giving first consideration to those pros in desperate circumstances who have families. While still quite young, this committee, headed by its able chairman J. B. Mackie, has already done considerable work and accomplished splendid results. Through our leading tournament professionals, headed by Johnny Farrell as chairman and con-

tact man, we are arranging for exhibition matches to raise funds for the support of this Unemployment Relief committee so that it may continue its good work without causing a drain upon the general fund of the Association.

The Fire and Theft Insurance which members may obtain through the PGA is much cheaper than any which can be obtained through any other insurance agency. Up to the time the PGA made it possible, some professionals were unable to obtain theft insurance of any kind.

We have now been assured of the full cooperation of all manufacturers and a number of recent incidents have proven these assurances to be sincere, one important item being their discouragement of clubs purchasing golf merchandise direct instead of the professional handling such purchases and making a legitimate profit.

The PGA is furnishing a field man who is traveling around the country continuously and instructing professionals on repairing golf clubs, both hickory and steel, and teaching club-making to those who are interested. He also designs new tools to make the professional's work easier and

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give him a better equipped shop so that he may successfully repair any kind of club which may come into his hands. Our educational program calls for the addition of two more men for this work. One man will be added in the spring of the year for the purpose of lecturing and instructing in golf course maintenance.

### CONLIN UNLOADS SOME PRO IDEAS

Chicago, Ill.—Ed Conlin, sales manager, Golf Ball division of United States Rubber Products, Inc., continues to see America first with his cheery message of uplift and is making midwestern points at this writing.

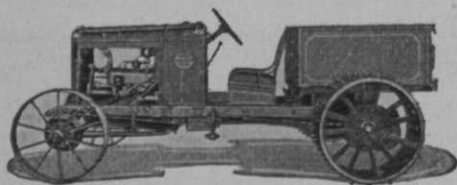
Here's a summary of Eddie's contribution of news and inspiration made during a recent talk with some Chicago district pros:

(1) Pros should send their receipted bills from manufacturers on pro-branded ball purchases to the PGA at Chicago and collect the 50 cents a dozen rebate. Manufacturers' checks are sent monthly to the PGA.

(2) Although Conlin thinks the new Three Star U. S. Royal ball package is the smartest thing he ever has seen, the U. S. Nobby dozen and 3-ball packages were awarded highest honors over all other packages shown at an exhibit of packages conducted by *Modern Packaging*, an authority on packages.

(3) Pros who keep wide-awake constantly studying their business, continue to write in to the U. S. people for copies of *The Golf Professionals' Handbook of Business*. Business building ideas in the book are just as good as ever, and really more important this year, because of need for livelier, smarter selling. Conlin maintains that a thorough re-reading of this book by the master pros and their insistence that their assistants study it, will make cash jingle in pro cash registers.

(4) The "Ask Your Pro" series of 7 shop display cards, 7" by 11" in size and brightly colored, are going strong with the pros. Some of the pros are making use of several sets of these cards. Cards will be



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