

Pros Get Together to Help Players and Themselves in Southwest

By HERB GRAFFIS

WARWHOOPS of PGA members in the southwest heard in advance of a meeting held at the Oklahoma City C. C. February 20, threatened a defection of Missouri, Oklahoma, Kansas and Texas members from the national organization and a foray into pro cooperative buying which has more headaches than the pale-faces' firewater.

Big chiefs, medicine men and braves of the Missouri, Oklahoma and Kansas reservations sat around the council table from which the happy warriors of the Texas plains at the last moment were compelled to absent themselves, deliberated on the situation, pondered on the straight speech of Vice-President Wolf Rimann, who was a messenger from the Great White Father at Chicago, Albert Gates, and called off the rebellion.

What really came out of the conclave was a sharp realization that pros and manufacturers instead of having any sassy talk among each other in their respective camps or in their relation as makers and distributors, must do all their thinking and talking in the interests of the Number One man and woman in the game, the amateur player.

Appreciation of the paramount necessity of encouraging more play reminded the pros that now was the time when active exchange of pro ideas and vigorous, intelligent unity for the purpose of better serving the player needed to be pushed as the salvation policy of the PGA. Veterans

such as Johnny Madden, Joe Dahlman, Joe Matthews, Arthur Jackson, Marion Askew and Paul Blakeney, put the cooperative buying business out on the operating table and found out what makes it tick.

Racket Trend Ruled Out

They decided, with the refreshing frankness of gents of the wide open spaces, that the perfect example of pro cooperative buying is getting a 35 cent ball and selling it to the customer for 50 cents. Consequently this end of the deal was ruled out with right strong Anglo-Saxon words by the fellows who decided that these tough times weren't right for chiseling the customers like a bunch of lawyers handling a bank receivership or a foreclosure. The racket angle, when it occurred to the cowboy pros as such, was ruled out permanently as not being in accord with their idea of the right way of doing things.

Rimann, PGA executive for the Midwest, told of the Kansas City experiment in cooperative buying which often has been referred to as a success. None of the boys who were in this deal got their \$100 back with which the K. C. venture was financed. They're making no kicks about the vanished C notes, but Rimann, in echoing the statement of Bill Wotherspoon, Al Collins and other Kansas City pros who were instrumental in conducting the cooperative experiment, said his neighbors wanted no more of the same.

The Oklahoma City meeting, established successfully a precedent in inviting repre-

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sentatives of some of the leading manufacturers into the session, and found in this way they actually got somewhere in working out their buying and merchandising problems. They found this open meeting idea much more resultful than the customary sectional practice of making an important meeting of pros as secret as a rum-running sneak.

Instead of working themselves up into a futile lather about the ball prices, the withdrawal of the 7 per cent cash discount, when the dough is going to be refunded on the liquidation sales of pro branded balls and other matters, the pro band at Oklahoma City listened to the close-up as seen by executives of the manufacturing organization, gave the pro side and argued things out.

As always is the case when the elimination of the 7 per cent cash discount to pros is discussed, the matter of credit came up. Some of the country's first class, thoroughly responsible pros for the first time in their careers were left at the end of 1932 owing money to the manufacturers simply because the pros could not collect from their members. However, instead of crying about that situation those pros, according to the remarks at the Oklahoma City meeting, are going to put on more selling and service efforts at their clubs in 1933. Thus they intend to take up the gap in their finances. The decision is one that would do credit to men in many other businesses who may not rate the pros highly as determined and pretty smart business men.

One thing that the midcontinent pros decided to do was to exercise every effort in developing first class girl golfers at their clubs and in this manner work right in with the Women Western Golf Association's plan of building up the entry list

in its junior championship at Chicago this summer.

Some one, some time, made a light remark at a PGA national convention about the "outlying districts." The mid-continent pros took it seriously as identifying them as stepsons. A stalwart, confident and independent lot, those boys had about decided it was up to them to go on their own, when Rimann stepped in with detailed assurance that the PGA was on the "all for one and one for all" basis. From the reference to the Three Musketeers, Wolf jumped to the rallying cry of the original 13 colonies about "united we stand, divided we fall," to which the hardy plainsmen further agreed.

Southwestern PGA Formed

Figuring that the pros needed a build-up in Missouri, Kansas, Texas, Oklahoma, Louisiana and Arkansas, the PGA members at Oklahoma City organized an auxiliary association to which any acceptable pro is eligible. Dues are to be only \$1 a year. Intention of the organization is to use this income for a mail campaign on pros and club officials that will make pro service more valuable to the clubs and attempt to get the club officials to realize this value.

This new Southwestern Professional Golfers' Organization elected Wolf Rimann, Wood Hill C. C., P. O. Box 82, Kansas City, Mo., President; Paul Blakeney, Edgemere C. C., Okla. City, Secy. Vice-presidents elected were John Madden, Oklahoma City (Okla.) C. C. and George Aulbach, Dallas (Tex.) C. C. Vice-presidents for other states are to be elected later.

It is expected that the new organization will act as a feeder to the PGA roster and will exercise a helpful influence on some of the ambitious hardworking youngsters who are pros at the 9-hole sand green courses with which these southwestern states abound. Many of these good kids would like to belong to the PGA for the professional standing it would give them but they can't throw \$40 of their own or other folks' money around like they were congressmen.

Even with the one buck ante, the new organization is not letting down the bars to any and every mugg. The boys intend to do some sifting for the good of the game and the whole pro cause. Applicants for membership are invited to send their dollar and a statement of their qualifications to any of the new organization's officials.

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