

# Jacobus Battling for Pro Rights In Code Hearing

THE code and plans for getting PGA systematized instruction under way are keeping PGA officials busy these nights.

In response to the request made by President George Jacobus of the pro association practically all of the PGA members have signed the blanket code and the consumer's agreement. The PGA has been officially notified by the NRA that no special code need be filed by professionals.

Where the pros, through their association, will figure in this code deal is through representation when the hearing on the Sporting Goods Manufacturers' code is held at Washington. The PGA has filed its story and Jacobus will make strenuous efforts to have the pro requests granted, although the job is one that is not simple or enviable due to conditions in other phases of the athletics goods business not being parallel with those in golf where the important part of quality goods merchandising is done by the pros.

The manufacturers, in compiling their code, already have received Jacobus and given favorable action to several of the requests he made for the professionals.

On some code matters there is no agreement among the manufacturers and although both parties to the disagreement now are very much of a stand-pat attitude, satisfactory compromises probably will be made.

Principal point of controversy on the manufacturer's code as it has been submitted to Washington seems to be the subsidization of professional athletes. This is one of the headaches for Jacobus.

Just how the argument will be decided is your guess. Perhaps the USGA may have something to say. Or it may be that the proposed code's limit of two club pros per manufacturer may be somewhat increased if some rating can be determined to eliminate the bribery charge under which subsidization exists at present.

Another complication which the pro president has to face when he deals himself cards in the Washington code game is that of the clashes between pro outlets and other outlets. What probably will

clarify this situation is the growing tendency of manufacturers to have lines confined to pros and other high-class, price-maintaining outlets, with the jobbers, trick-discount operators and cheap joints getting the sort of stuff that a manufacturer does not have to worry about when it is subjected to market-demoralizing trade practices.

One point upon which Jacobus is resolved to get into code recognition is discounts that take cognizance of the pro work in making the golf market. It is admitted by word and by practice of leading manufacturers that the pro is the important factor in promoting the growth of the golf goods market. If he hadn't been all along, there wouldn't have been any subsidy started, he maintains. When pros get a line accepted and established, Jacobus believes they have a right to discounts in line with those who exercise distributing functions after the market is opened and marked.

Another detail of the Jacobus job at Washington is to see that credit policies of manufacturers are made uniform. There is some jockeying for position in this action. One thing he hopes to do is to have exercised a control over the pro employment situation. A man's qualifications for a pro job will have to be such as to warrant credit from manufacturers otherwise he shouldn't be able to stock a shop and supply members. This automatically will protect clubs against hiring unsatisfactory men and give a competent man with good character better chances of making connections. The other phase of the Jacobus request for uniform credit practices is to protect the manufacturers against laxity in extending credit to bad risks and then, to divert blame from their own credit policies, condemn the pro credit generally. The eventual result of such action is to cite pro poor credit in refusing to grant pro discounts nearer to those granted to bigger single units.

## Consider Instruction Examiners

The matter of standardized instruction is slated to be a feature of the annual meeting of the PGA which is to be held in

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Chicago, Nov. 20, probably at the Palmer House. Standardized is not the right word for what the pros have in mind, as there is admitted too wide a difference in effective and expert instruction to allow standardization, but the boys haven't set on any other word.

What is contemplated is to have state boards of leading pro instructors and players examine PGA members and issue instructor's licenses. The plan is one that will provoke disputes but out of these debates is bound to come marked benefits to instruction. In the open-minded exchange of teaching ideas each pro is bound to benefit.

## Joe Devany Honored by Grosse Ile on Tenth Year

**M**EMBERS of the Grosse Ile G. and C. C. (Detroit district) set aside Sept. 16 as Joe Devany Day in observing the tenth anniversary of Joe's connection with the club as pro.

It was one of those days that makes a pro's heart happy and indicates to him that when he sweats and worries for a good club, he is doing his stuff in a great field of work.

Joe was given an expensive watch engraved with the club member's appreciation, and a purse made up among the members.

In announcing the event the club sent out a card on which was printed:

**JOE DEVANY DAY**

September 16.

*A stag day set apart to honor His Excellency, our good friend Joe Devany. Joe, as you know, has been with us more than ten years and has endeared himself among his fellows at Grosse Ile.*

*If the NRA knew we were giving you so much for your money the committee would all go to jail.*

The fee for the Devany Day was \$3. A floor show was put on during the dinner. Acts prominent in Detroit night clubs appeared.

**C**ERTAIN holes on almost any golf course are slow to play because trees or hazards make finding the off-line tee shot difficult. Caddie masters should instruct caddies on such holes to leave their players' drivers on the tee and walk part way up the fairway edge, say 150 yards, while their players are holing out on the previous green.