

PGA Presented Own "New Deal" at Annual Meeting

By JOE GRAFFIS

FIRST YEAR of the PGA "new deal" was checked over at the annual convention and was given an official O. K. by veterans and youngsters alike. George Jacobus completing his first year as president and R. W. (Doc) Treacy, adding his first year as national PGA secretary to his long list of activities in pro golf, presented the boys with correspondence files and reports that gave ample indication of a tremendous amount of work well done.

Signs at the convention indicated that the pros are set to take full command of golf merchandising; the development of pro business enterprise and ability and the even break given the pros under the new code were set forth as major reasons for the brighter prospects for the pros.

To Certify Pro Ability

In preparing to make the most of improved conditions, the PGA established a Board of Control to examine and certify to the ability of members and applicants. This step, it is believed, will mark a PGA member as a superior professional whose command of his business has been appraised and approved by other experts among his associates. The widely discussed uniform teaching method finally boiled down so it was understood that no one hard and fast method could be applied on account of variations in physique, and temperament of instructor and pupil, but rather that uniformly good teachers were to be certified by the PGA.

The main point of this phase of the meeting was that a revival of teaching business and effectiveness was highly advisable and that this basis of the pro job looked good for development after examination of what had been done with women's instruction.

The pros revised their annual national dues, cutting from \$40 to \$25. This reduction was effected by curtailment of administration expenses and by a budget based on help from the income of PGA ball royalties at \$1 a dozen from the leading manufacturers authorized to make

a PGA ball according to association specifications.

Business Administrator Gates becomes general counsel of the association. The office of business administrator was laid aside. General offices of the association will be continued in the First National Bank Bldg., Chicago. Retention of headquarters at this central point is part of the plan to finally down the unfortunate and persistent idea of "outlying" districts in the PGA, inasmuch as those districts referred to often as the "outlying" ones have been inclined to think that they are not given fullest consideration in the planning and actual development work done by the pro national group. This idea Jacobus has strenuously tried to dissipate with an earnest and prompt attention to the association's correspondence. With Doc Treacy as secretary and Jim Wilson as Tournament Committee chairman, both being midwesterners, the charge of insularity in actual control and operation of the PGA loses strength.

Among other political sidelights of the convention was the admitted intention to bring the Pacific Coast stronger into the PGA national machinery.

Ball Deal to Sweeten Treasury

The ball deal with leading manufacturers calls for the \$1 per dozen going straight into the PGA national exchequer, instead of being split between the association and the pros selling the balls as was done when former stocks of pro-labeled balls were being liquidated. It is hoped that this will bring approximately \$50,000 into the association's treasury annually. Proponents of the deal point out that the exclusive deal on this ball, restricting its sale to PGA members, gives the boys something they have been desiring and that the association income made available will enable the pros as a group to get many things done that formerly have had to be passed because of lack of money. This deal also was found essential to the dues reduction scheme, after Jack Mackie,

PGA COMMITTEES FOR 1934

FINANCE

J. B. Mackie, chairman, Inwood C. C., Far Rockaway, N. Y.; George R. Jacobus, Ridgewood (N. J.) C. C.; James Anderson, Pine Lake C. C., Pontiac, Mich.

PUBLICITY

Elmer Biggs, chairman, C. C. of Peoria, Ill.; Ed. Newkirk, Navajo Fields C. C., Blue Island, Ill.; Edward W. Loos, Lake Shore C. C., Glencoe, Ill.

MANUFACTURER'S RELATIONS

J. B. Mackie, chairman; George R. Jacobus; Tom Boyd, Fox Hills G. C., Stapleton, N. Y.; Walter Bourne, Springdale G. C., Princeton, N. J.; John R. Inglis, Fairview C. C., Elmsford, N. Y.

NATIONAL HEADQUARTERS

Alex Pirie, chairman, Old Elm C. C., Fort Sheridan, Ill.; James Wilson, Park Ridge (Ill.) C. C.; Alfred Lesperance, Westmoreland C. C., Wilmette, Ill.

EDUCATIONAL

R. W. Treacy, chairman, Woodmont C. C., West Allis, Wis.; Howard H. Beckett, Capitol City Club, Atlanta, Ga.; Elmer Biggs; Alex Cunningham, North Shore G. C., Glenview, Ill.

MAGAZINE

J. B. Mackie, chairman; Chet Irwin, White Beeches G. C., Haworth, N. J.; Jack Martin, Fircrest C. C., Tacoma, Wash.; Dan Goss, Highland Park G. C., Birmingham, Ala.; George Aulbach, Dallas (Texas) C. C.; George Graham, Lakewood C. C., Omaha, Nebr.

UNEMPLOYMENT

Harold Sampson, chairman, 1410 Carlos Ave., Burlingame, Calif.; Capt. C. H. Perkins, Wampanoag C. C., North Hartford, Conn.; James Dante, Braidburn C. C., Madison, N. J.; Charles Lorms, Columbus (Ohio) C. C.; Robert Barnett, Chevy-Chase (Md.) C. C.; Orville Chapin, Midland Hills G. C., Minneapolis, Minn.; C. E. Garlinger, 1322 West 30th St., Indianapolis, Ind.

UNEMPLOYMENT RELIEF

Wendell H. Kay, chairman, 1211 Roselle Ave., Niagara Falls, N. Y.; Fred Brand, Allegheny C. C., Sewickley, Pa.; Ted Weisser, Irem Temple C. C., Dallas, Pa.; W. C. Rimann, Wood Hill C. C., No. Kansas City, Mo.; J. A. Patterson, 1758 So. Bedford St., Los Angeles, Calif.; Robert Cruickshank, Richmond (Va.) C. C.; Arthur Jackson, Lincoln Park G. C., Oklahoma City, Okla.

TOURNAMENT

Leo Diegel, chairman, Philmont (Pa.) C. C.; Olin Dutra, Brentwood G. C., Brentwood Heights, Calif.; Horton Smith, Oak Park (Ill.) C. C.; Gene Sarazen, Miami-Biltmore Hotel, Coral Gables, Miami, Fla. (winter); Craig Wood, Hollywood G. C., Deal, N. J.; Densmore Shute, Llanerch (Pa.) C. C.; Al Espinosa, Portage C. C., Akron, Ohio; Johnny Farrell, Quaker Ridge G. C., Mamaroneck, N. Y.; Paul Runyan, Metropolis C. C., White Plains, N. Y.

veteran treasurer of the body, had wrestled with budgets and income problems from many angles.

Indication of the field for PGA extension of service was presented in the report of the Publicity Committee read by its chairman, Elmer Biggs. Biggs pointed out that the clip sheet furnishing golf news to leading newspapers and press services was one of the most successful sports publicity enterprises. At small expense to the PGA these sheets of golf news boosting the game and the pros were furnished in five installments to publicity outlets. Despite requests of newspaper and press service sports writers that this PGA publicity service be continued it was suspended due to lack of funds, thus denying the pro business needed promotion. The new budget worked out by the Executive Committee of the association and the ball deal put up by Jacobus and Mackie and approved by the association is expected to supply money for the publicity, Ryder Cup, tournament play and other activities of the association beyond its strictly organization functioning.

Championship to Buffalo

Good news on the tournament phase was handed the association in the announcement that Jacobus and Bob Harlow, manager of the Tournament Bureau, had set the 1934 PGA championship at Buffalo, N. Y. Date probably will be late in July. The Junior Chamber of Commerce is sponsoring the event. Park club is to be the venue. Ganson Depew, one of the outstanding national figures in golf association work and a leading citizen of Buffalo, is honorary chairman of the event. "Marse Ganse" and the Junior C of C members are workers so the 1934 tournament ought to hit like the 1931 PGA championship at Providence, R. I., the greatest financial success of any of the PGA championships.

There are 18 events definitely set for the winter schedule with \$65,000 in prize money. San Antonio has been brought back with the Texas Open and Galveston added. Charlotte, N. C., and Norfolk, Va., are anxious to step in for tournaments if they can get satisfactory dates. Other spots also look possible for spring events, so the tournament end of the association is in happy shape. Ryder Cup players and the US Open champion (if a member of the PGA) are automatically qualified for the PGA championship by action taken

(Continued on page 28)

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Write for Details



PGA Convention

(Continued from page 20)

at Chicago, so one of the messes of previous years will be avoided.

Work of the convention was facilitated by an index of the minutes of previous meetings made during the year by Secretary Treacy. It helped cut down the time of the meeting to two days and prevented the rehash of business definitely settled years before and forgotten.

The name of each section was changed to (name of section) Section, PGA of America, thus developing the idea of national unity of the sectional groups.

It is expected that there will be many applications for reinstatement in the PGA with the annual dues now being \$25, so it was agreed to charge a uniform back dues payment of \$15 to qualify members for reinstatement.

Code Favors Pros

Manufacturers' relations are in better shape than ever before. The pro position and future seems to have been satisfactorily considered in the make-up of the athletic goods code. Some authorities estimate that the new code's elimination of the wide profit spread between pros and other previously petted outlets and the elimination of the "buy it wholesale" and free deals to amateurs, will mean at least a 10% increase in pro annual volume. In a year like 1933 this would have meant about \$1,300,000 added to pro income. The benefits of the new code to the pros may be credited in a large measure to the vigorous work Jacobus did in presenting the pro case precisely to the manufacturers, who received the information in a sympathetic, hopeful and helpful attitude.

Relations with the amateur governing bodies also showed steady improvement. It is planned by the publicity committee to conduct an educational campaign to acquaint golf club officials with the qualifications and duties handled by competent pros. The new Board of Control, when it gets going, will have association officials included in its personnel.

General opinion was that the 1933 annual meeting was highly satisfactory in exhibiting substantial results of the first year of the Jacobus administration and in strengthening the organization as a unit for taking command of the situation in 1934.