

PGA MEETS

Struggles to Untangle Legislative Details for Sake of Future

BEHIND closed doors at the Congress Hotel, Chicago, delegates to the annual PGA convention struggled for three tedious days to unravel a bewildering tangle of legislation and politics and concluded their deliberations exhausted in spirit and syllable, by tabling the majority of the Gordian knots or passing them on for committee action.

With tremendous business problems and responsibilities affecting not only each pro individually but their players and the entire golf business, the conscientious fellows found themselves whipped by an archaic system and forced to devote two and a half days to debate about legislative matters that should occupy a minor part of business association procedure generally, and a half day to serious commercial matters of the pro business.

Jack Mackie, keen veteran treasurer of the Association, marked the difficulty privately expressed by thoughtful delegates when he told the meeting: "It seems to me that the interests of the Association and the interests of the profession would be much better served if we came here more with the thought of solving the problems of the profession as they effect our business, rather than to merely come here for the political purpose of scrapping among ourselves nine-tenths of the time."

Politics Dig Into Delegates' Time

However, the delegates have reason to hope that the 1936 convention was the last in which they will be compelled to dissipate their energies and abilities on comparatively minor legislative and political matters which are properly affairs that should be handled by specific sectional bodies, according to judgment expressed at Chicago. By-law details engineered into the regulations of the body by R. W. Treacy during his long and able service in this work have made it possible for an efficiently functioning resolutions committee to handle proposals submitted by all sections and return the resolutions, simplified and coordinated and with explanatory notes, to sections for action in

instructing their delegates on voting prior to the actual convention sessions.

The politics of the organization, brought into sharp focus last year by a South-eastern section resolution proposing that the term of officers be restricted to one year, this year twisted dizzily around the matter of election by popular vote. After a day of earnest and tortuous pursuit of the issue through the mazes of resolutions to have a nominating committee, not to have one, to have a mail vote of all members and various other proposals, the whole matter of election procedure was tossed by mutual agreement into the "to hell with it until next year" category. Before the next convention, the delegates devoutly prayed, the answer to the political operations of the organization would be forthcoming from one or more sections.

Experts May Probe Profession

In addition to the general sessions of the conventions, there were executive sessions of the directors, out of which leaked one significant and promising bit of news; that the PGA is considering financing a survey of the golf professionals' business by some authoritative national business study organization such as the schools of business administration at Northwestern, Chicago, Harvard or Pennsylvania.

A hasty decision to keep all operations of the convention closed to the press accounts for the extremely scanty publicity coverage received nationally by the one meeting of the year which might bring the non-tournament pros national recognition as active, able factors in golf. Press association and local sportswriters having the PGA convention on their assignment list were abruptly advised as the meeting was about to open, that the PGA affair was closed to the press. The scribes managed to make arrangements for letting pros throughout the country get news that

PGA ELECTS

GEORGE JACOBUS	Pres.
TOM WALSH	Sec.
JACK MACKIE	Treas.
ED DUDLEY	V. P., East
R. W. TREACY	V. P., Midwest
WILLIE MAGUIRE	V. P., South
RAY HALL	V. P., Pacific Coast
Tom Boyd, Al Collins, Grange Alves, Dewey Longworth; vice presidents at large.	
CHARLES HALL	Honorary Pres.

their association was in session. Later consideration by PGA officials eased the press censorship and made an attempt to get publicity for the sessions.

The PGA meeting began with committee reports during which session President Jacobus advised the convention the association with close to 1,800 members now was at the highest membership mark in its history. Jacobus referred to sales of the PGA 75-cent ball being 60% ahead of 1935 and having been an excellent advertising medium for the PGA. The Tillinghast architectural advisory service was cited as a highly successful phase of PGA work and said that through Tillinghast's operations in WPA courses the PGA hoped to place around 400 of its members in new public course jobs. Jacobus said that the WPA contemplated building "500 to 600 golf courses." He mentioned that the tournament committee was unwieldy. The president urged that sections reply to teaching questionnaires so the simplified teaching program could be put into action. He mentioned the possibility of the PGA some day establishing an old age pension fund for pros. He also mentioned the successful Pictorial Review tourney for women.

There's Bucks in the Treasury

Treasurer Jack Mackie submitted a report that brought a glow to each delegate's eyes. The PGA is in far better financial shape than any other organization in golf. The ball deals, of course, account for the opulent surplus, but the Mackie vigilance and foresight against treasury raids have been a major factor in nursing the kitty of the organization into its present stalwart status. Mackie urged that members pay attention to details of their PGA insurance, citing cases

of expensive and tragic neglect in this matter.

Bob Harlow, tournament bureau manager, reported a highly satisfactory condition of affairs in this department, with the year's purse for tournaments on the PGA schedule being \$148,945, an increase of \$14,245 over the previous year. Harlow estimated the total prize money for the year as being around \$200,000. Delegates comparing the slump suffered in other pro income with the way Harlow had held up the tournament prize money during lean years of the depression, saw evidence of expert work in the tournament field.

Horton Smith Lauds Bob Harlow

Horton Smith, reporting for the Tournament committee, complained of the "relatively powerless position of the tournament committee in the PGA." He advocated Ryder Cup selection on a definite basis, possibly on the Point Merit system recommended by the 1935 Tournament committee; and suggested a PGA classification for playing pros who might never be at a club. Horton spoke of the fine relations enjoyed with tournament sponsors. He suggested that a Tournament bureau representative be appointed in every section to keep an eye open for tournament possibilities and co-operate with the bureau. He lauded Harlow's performance and loyalty, saying, "If there is a man better qualified or more anxious to perform as PGA Tournament Bureau manager than Bob Harlow, I have yet to find him."

The convention turned down the proposals mildly advanced that foreign-born pro resident in the U. S. become eligible for the Ryder Cup team.

Frank Sprogell, Publicity Committee chairman, related the efforts made to solve nationally and sectionally the problem of getting effective publicity for the non-tournament pros and discussed briefly the methods of radio, newspaper ads, and direct-mail. It was brought out that in New Jersey the PGA and its members split the expense of a mail campaign 50-50.

A. W. Tillinghast, whose work is taking on attractive and weighty significance as something to make golf more attractive and pleasant for the duffer, told of visiting 370 courses of PGA members in 15 months in architectural advisory work. Tilly remarked that he had advised the elimination of 7,427 traps that were mainly



Ed Dudley, who is making the winter circuit this year in his Ford station wagon, got off to a swell publicity start with the press agents above picture of Ed watching his car get the works widely used. Automobile mileage traveled by tournament pros and the dividends care-free motoring pays the money players is beginning to attract over-due attention from automotive publicity men.

"duffers' headaches." He said that the average annual cost for sand, raking and cutting slopes was \$25 per trap, so the saving from filling in these traps amounted to \$185,675 that could be checked up as the PGA contribution to golf through his operations. Tillinghast dwelt upon the importance of encouraging the 90% of golfers who can't break 90.

Willie Kidd reported that the Seniors' tournament is still hanging fire but that progress is being made with a fine chance of the event being inaugurated in 1937. He said there were 150 PGA members over 50 years of age eligible to compete in the event.

Myles Coen and Johnnie Farrell collaborated in presenting the case against the use of pros' names on cheap golf merchandise and spoke to enthusiastic approval. A motion against this practice was unanimously passed.

Five Years to Qualify

Time necessary to qualify as a Class A member of the PGA was moved up from three to five years, with no dissenting voices. The election of two additional vice-presidents also was approved.

There was spirited debate about how far a subsidized player could go as an officer of the association, with the subject of subsidy getting a sprightly going-over. The argument concluded with an agree-

ment to permit subsidized players to hold any office except that of president and chairman of the Manufacturers' Relation committee. Ed Dudley presented the case for the subsidized players calmly and well and stated that except in rare instances, the subsidized player spends more than his subsidy income for the advertising and promotion of golf.

Sampson Offers Credit Rating Plan

Harold Sampson presented a resolution from the Northern California section asking that the PGA credit-rate its members and guarantee their accounts. Sampson offered figures showing that an added 5% discount for this work would yield the PGA \$80,000 annually. The proposal was brought before the convention as a matter of record, it having been ruled out previously in a session between PGA officials and manufacturers, the manufacturers saying PGA credit was in satisfactory shape and that there wasn't another 5% to be dug up in the precarious—if any—profits in the golf business.

Jack Mackie announced a change in PGA tournament regulations to assure competitors that if a man's prize money is less than his mileage allowance, the difference will be paid by the association.

In the concluding session the No. 2 plan on the ball deal for 1937, approving a ball not identified by any manufacturers'

name, was adopted by a vote of 49 to 11. There was discussion concerning the possible effect of the Robinson-Patman act on the ball deal. The PGA officials assured delegates this phase had been thoroughly investigated. The matter of having the PGA trademark on bags, shafts, shirts and shoes was debated with the outcome being to pass the matter over to the Manufacturers' Relation committee. The controversy was about whether the PGA extension of trademarking was dealing in dynamite due to possibility of manufacturers' reprisals after being curtailed in marketing, or O.K. because it meant more net profit to the pros.

Reference was made to PGA activities in promoting golf in schools and Jacobus said the association had considered paying pros for their contribution of free instruction in schools. The point was brought out that pros had better take early and positive action in seeing that their development of school pupils' interest in golf didn't result in school group-buying beating the pros out of income they legitimately should expect from their development work.

The troubles of pros with "buying wholesale," employees' cooperative buying, private brand advertising golf balls were but briefly dealt with due to the little time left after the lengthy sessions on legislation. A delegate related an astute way of dealing with the insurance company private brand ball supply sent out to his club for an employee's tournament, and John Manion told of a very simple and effective manner employed in getting a St. Louis oil company out of the golf ball business.

What to Do with Surplus?

During the convention comment was made on the plans opened up for the PGA by the substantial surplus in its treasury. One of the prospects in the un-dated future is that of a home for aged pros. Another prospect, possibly not so distant, which was noted by Myles Coen without any gaze at a crystal ball, was that of a burning interest in salaried PGA jobs. At that, it does seem that a nominal amount, providing some recompense to the major officers for their association work at the expense of their club duties and domestic life, is entirely within reason.

The delegates and parliamentary law shared a terrific beating during the ar-

duous sessions devoted trying to straighten out the tangle of administration machinery. It's no fun to sit in smoke-filled rooms for three days realizing that about \$4,000 of the association funds are being spent on sessions intended to be of constructive value to pros and trying to figure out how to contribute something definite to the enterprise.

Los Angeles Open, Jan. 7, Starts Busy California Schedule

THE panic has ended on the Pacific Coast. Los Angeles increased the purse for its 12th annual Open to \$8,000, an increase of \$3,000 over last year. Event will be played at Griffith Park, Jan. 7-10. Junior Chamber of Commerce, through Clifford Rawson, chairman of the California Association of Open Tournament Sponsors, announces a tentative ruling forbidding players to receive advice from caddies. "A player should play his own game," is the committee's belief. There also is objection to player-caddie conferences slowing play.

California schedule which opened at Glendale with George Von Elm winning the Southern California Open, will include besides the L.A. classic, the \$5,000 Oakland Open, January 15-17; the \$3,000 Sacramento Open, January 22-24; the \$5,000 San Francisco Open, January 27-31, a match-play event; and the Bing Crosby Invitational Ama-Pro Tournament, February 6-7, to be played on the Rancho Santa Fe Golf Club links near San Diego. The famous crooning star of the films will personally sponsor the \$2,000 purse for this event.

A special title of "California Winter Series Champion" and a cash prize of \$1,000 will be awarded to the player making the lowest gross score in the Los Angeles, Oakland, Sacramento, and San Francisco events.

MOTION pictures of stars of the pro consulting staff of A. G. Spalding & Bros. will be available for golf club entertainments according to the order in which requests are received. The pictures are new material and provide a great show of movie instruction.

Inquiries concerning rental of the pictures by golf clubs or pros should be addressed to the Spalding advertising department, 105 Nassau st., New York City.