

S. CALIF. PROS HAVE FULL-TIME MANAGER

Patterson watches pro interests both inside and outside shops

AFTER a three months' intensive trial, the Southern California PGA members are ready to go to bat in testifying that their section has successfully introduced a profitable idea to the pro golf business. The idea is the employment of a full-time business manager; a fellow who consults with pros regarding their own business operating methods and who attends to outside matters involving suspected cases of unfair competition, handling such matters promptly and definitely instead of letting those situations drag along in the complaint status, as is general.

This idea has been discussed for several years in national PGA circles, and at the 1936 convention again was brought to the floor by John Manion, one of the Missouri delegates, but no action was taken. Southern California, after due deliberation, decided to take a chance. Where to get the man to handle the job was the first, and one of the most serious problems, involved.

Pros Share Cost of Operation

The job finally was laid in the lap of J. A. Patterson, veteran sec-treas. of the organization, with President Willie Hunter and the rest of the board and members of the association determined to focus on this phase of Southern California PGA operations until the new plan was given a test run. Patterson took the job with misgivings. Cost of the operation of the service was borne by an increase in payments by the members, so it is to be realized that the boys gave the performance of Patterson in his unique job a cold-blooded appraisal. Their own individual dough was involved.

Now, following the test period, the association's members voted without a dissenting voice to continue the work.

Patterson went to work in this uncharted field on the policy that pros certainly were smart enough to work out their own business salvation after they had subjected their business to a calm, thorough and competent study. Sitting in, on a strictly confidential, close-mouthed basis with the individual members of the asso-

ciation, Patterson would help them check each phase of their operations. He brought into each case the knowledge he had picked up from operations of other pros and his own experience.

Especially in tax matters where accurate records have heavy bearing on exemptions that pros can claim, was the Patterson consultation with professionals valuable. Patterson has been exceedingly careful to protect himself against any identification as an "expert." He maintains that a professional who is smart enough to exist, and sometimes flourish, in a business as precarious as that of pro golf, is inherently a pretty smart fellow and only needs reminding and the development of a habit of checking up and study, to stop leaks in his business as well as to push merchandising opportunities.

The internal operations of the new service have been confined mainly to book-keeping matters. Outside work has concerned itself for the greater part to manufacturers' relations in putting golf goods merchandising in Southern California on a firm, sane and mutually profitable basis.

War on Chiselers

In connection with this outside work Patterson has been assisted by a sharp realization by Southern California PGA members that they can not escape a certain amount of keen, clean competition, any more than any other group of businessmen can duck this opposition. "Chiseling agencies" have been brought well under control. This has been accomplished first by visiting with the offenders who have been cutting under the fair retail price. These outlets have an explanation of the pro situation put up to them by Patterson. There is no crying of the pros echoed, and no hard-boiled threats. The cut-price artists are told plainly and firm-

ly that the pros are in business to stay and are going to see to it that the general situation isn't upset because any one or a few disturbers are operating on a short-sighted basis.

All these situations are covered with a full array of pertinent data first being secured. No guess work or plain squawks go. If the sharpshooter wants to play ball, Patterson and the other guy part friends. The business is still open for the fellow who works for it hardest and smartest on an open and fair basis. The Southern California pros make no kick if they lose out on that ground.

But, if the fellow proves to be a persistent chiseler and the watch over his later performance shows him still misbehaving, legally proper action is taken through the chiseler's sources of supply.

Manufacturers have cooperated cheerfully, so Patterson relates. It is as much to their advantage to get the curves of golf goods retailing straightened out, as it is to the pros' benefit. Even cases of unduly expensive and disturbing competition between manufacturers have been settled happily through the Southern California PGA Merchandising committee action. The

Merchandising committee is headed by Paul Scott and with him and members of this committee Patterson naturally works closely.

Net result of the work has been exceedingly gratifying to all concerned. All of the fellows involved consider that the work is still very much in the experimental stage; consequently each member of the association regards himself as responsible for cooperation that will reveal the definitely profitable merits of the plan, or eventually discover its flaws, whatever they may be.

Patterson secured radio time for about 10 minutes each Thursday and during these weekly sustaining programs Southern California pros will appear at the microphone. The radio schedule opened April 8 with Willie Hunter and Patterson outlining the plan of the section's pros for public service. On the fifteenth Olin Dutra and Patterson discussed the forthcoming National Open and PGA championships. April 22, Paul Scott, pro at Griffith Park, Los Angeles muni course, spoke on golf from the public course aspect. Golf instruction is tactfully but forcibly stressed in each broadcast.

Endorsed by the
U. S. G. A.

Executive
Committee

GOLF

Its Rules and Decisions
by Richard S. Francis

The first really comprehensive work in that field; includes a thorough analysis of rules, hundreds of "key" decisions by the United States and St. Andrews Rules Committees, chapters on handicapping, tournaments, etc.

(with intro. by
John G. Jackson,
Pres., USGA.)

at any bookstore, \$3
or direct from

THE MACMILLAN COMPANY
60 Fifth Ave. New York



Showing a solid length of Bent turf to illustrate its toughness and strength, made possible only by proper preparation of soil.

CREEPING BENT TURF

Our true Washington Strain Bent in solid turf form makes model greens. Also in stolon form. Withstands drouth like nothing else. Fully guaranteed. Used by hundreds of clubs. Comes in rolls ready to lay down like a carpet. Nursery grown blue grass sod also sold. Write for prices and samples now.

ILLINOIS GRASS CO. Telephone
18455 REIGEL ROAD (Near Chicago) HOMEWOOD, ILL. Homewood (Ill.) 746



PHOENIX RED TIP TRACTOR SPUDS

Extra Long Service

Made of special analysis steel, hardened by latest scientific heat treating methods. Sizes $\frac{3}{8}$ " to $\frac{1}{2}$ ". Also Lawn Mower Spuds. Write for circular and prices.

PHOENIX MFG. CO.
Joliet, Ill. Catsaqua, Pa.

The mimeographed bulletin of the association is closely keyed to the operations of the section. One of the features of the bulletin is a report of the players' standings in the association's sweepstakes events. One point is given for attendance, 3 points for first place, 2 points for second and one point for third.

Newspapers are furnished with publicity concerning the pros' operations. Hunter, Patterson and other officials and members of the Southern California section are not yet disposed to say that the new service will transform pro golf from a tough business, that has to be vigilantly and expertly conducted, into a rich bed of roses, but at least the Sunkist gentlemen are going to see that their idea gets a harsh test of action instead of being confined to the talk stage, as it has for some time past.

Spalding Jones Booklet Offered Pros for School Pupils

A HIGH SCHOOL EDITION of "Rights and Wrongs of Golf," by Bobby Jones, has been issued by A. G. Spalding & Bros. for free distribution by pros who are engaged in high school instruction.

The job is very well done and will be a great help to pros who have the difficult problem of maintaining keen interest and getting results from classes of high school kids.

Copies for members of the classes may be secured from the Spalding main office, 105 Nassau St., New York, as long as the limited edition lasts, so pros had better put in their orders promptly.

Dresses for It and Golfs in Rain to Boost Play, Shop Sales

AGAIN in April the boys began to suffer set-backs from rain that held back play. Part of the answer to the rainy day problem is given in the plan Horton Smith employed so effectively while pro at Oak Park CC (Chicago district). When it was raining Horton would get members who were properly equipped for the rain and go out for a round.

Other members seeing the foursome start would question them. Smith would reply that it was just a "Scotch mist," and that some of the most enjoyable rounds he had played in England and Scotland were in the rain, because players over there think no more of rain as a

The Golf Ball VALUE of 1937

The NEW

Tommy Armour

50c each



The NEW Tommy Armour is the golf ball value of 1937 because it's stepped up in construction and speeded up in performance. The genuine Vulcanized Latex Cover is good for many extra holes of play. The patented center and two phase winding of vitalized rubber thread gives it the speed and accuracy of a tournament ball.

The Tommy Armour Durability Contest and National advertising makes the players want to try it.

Write us for details of special offer.

THE WORTHINGTON BALL COMPANY
Elyria, Ohio

WORTHINGTON
World's Largest Exclusive Maker of
GOLF BALLS