

BOOSTS SCHOOL GOLF

Pro Pioneer Work Followed by New Book for Instruction

ONE PHASE of the PGA plan for uniformity in golf instruction that has not received much mention is the growing possibility that golf may become a standard subject in grammar and high schools as well as in colleges. The responsibility for correctly starting youngsters on the road to golf is one that the pros must assume. A study of instruction methods therefore becomes a general problem for pro golf.

There is an argument among the pros over the chances of establishing uniform instruction methods. It seems manifestly impossible to apply one method of instruction for individual cases, but the necessity of teaching classes, which looms as a result of the growth of golf in schools, is going to call for some approved and uniformly satisfactory method of group instruction. However, for group or individual instruction the main job of the PGA is aptly described by the organization's secretary as that of supplying uniformly good instructors rather than a uniform instruction method.

One of the most recent instances of successful group instruction done by the pros who have been trail-blazing for golf's general adoption in schools has been that done by Al Houghton, pro at Kenwood G&CC, Bethesda, Md. Al tutored the championship Georgetown university team which developed from the class instruction he gave at that institution. The work was so well done and so favorably received by the pupils that there is a move afoot to make golf instruction a required detail of the athletic curriculum in the public schools of the District of Columbia.

Houghton's method is to treat all pupils as beginners at the start of the series of class lessons. He grounds them in the fundamentals and the reasons. After he has had an opportunity to discover the most apt pupils he divides the entire group into two or three classes according to ability.

It is Houghton's belief that the present objection that expense handicaps the widespread introduction of golf into schools is something that could be handled

easily by concerted work of pros and golf enthusiasts in each community. The expense he does not consider as much of a handicap to leap. Canvas backstops are adequate, with a few mats, when the pupils have progressed far enough to hit the ball. Clubs he believes can be supplied by an organized effort to retire surplus or obsolete clubs from established players' service, either as outright gifts or by allowances on new sets, in which case the traded-in sets will be sold at low prices to the youngsters.

In this teaching development of a sport that retains its value to pupils over a long period of years, foresighted professionals see a promising opportunity for partially solving the winter unemployment problem of the pros in central and northern states.

New Book on Group Teaching

That golf instruction by classes in schools and at public playgrounds is advancing swiftly is evident from the forthcoming publication by A. S. Barnes & Co., New York, of *Group Golf Instruction*, by Helen B. Schleman.

The Schleman book is elementary and is intended for physical culture instructors. It is an excellent job of its kind. Miss Schleman has tackled a task that probably is tougher than she imagines, that of teaching golf by type, to beginners who must in turn instruct other beginners. But the pros wish her well for the book undoubtedly is going to bring a number of athletic instructors to competent pros as students. The book is written specifically for those who have to handle group instruction of girls, which is another tip-off to the rapidly growing market among women golfers. The author mentions that the old ideas of expense in individual golf instruction and in the cost of playing no longer should handicap the extension of golf. She says:

"It is the realization that much of the golf that now is being taught to high school and college women is being taught by regular physical education instructors, who in no way claim to be expert golfers or expert golf teachers—and the thought that it is highly desirable to have the golf taught as a regular physical education activity by a regular staff member, providing it can be competently taught this way—prompts the organization and writing of this book."

Miss Schleman also says: "Many people hesitate to include golf in their programs

because of a scarcity of equipment, although the equipment may be no more plentiful for the other activities which they do offer. Taking turns using the golf equipment is, perhaps, less hard on the interest and spirit of a youngster, if learning to play golf is what she wants, than waiting to touch the one volleyball or basketball in a large class may be. Further usefulness of the skill acquired would seem to outweigh present inconvenience of scarcity of equipment."

In a number of instances Miss Schleman refers to the wisdom of enlisting pro golfer aid, and proves that she means it by a statement on the title page of the book, where she acknowledges the aid received from Virginia Hayes, pro at Arcadia Brook GC, Kalamazoo, Mich. Miss Hayes verified all technical facts in the Schleman treatise.

For Miss Schleman's pioneering book the pros, we dare say, are happy to give the little gal a hand.

HOT-SHOTS HUDDLE

Tournament Players Discuss Code, Conduct, Schedules and Costs

BETWEEN 50 and 60 of the leading tournament pros sat in at the New Colonial hotel, Washington, D. C., Nov. 11, with George Jacobus, PGA president; Bob Harlow, tournament bureau manager and Horton Smith, tourney players' front man, on the platform.

The players' code governing conduct of the tournament players was approved. The newspaper comment on the anti-profanity item of the code turned out to be off-side chatter as the lads ruled out that clause, considering it covered by the first responsibility of the tournament player, conduct becoming a gentleman.

Players decided to enforce their self-made tournament code by disciplinary action, ranging from suspension from tournaments to expulsion, depending on the judgment of a committee of the PGA. This code will affect all players whether or not PGA members, inasmuch as it is in the interests of clubs and other interests conducting the events, the galleries and the good of the game.

Announcement was made of the Radix trophy, a new prize to be given the play-

er with the best medal score throughout the tournament schedule. The trophy is donated by Harry Radix, wealthy Chicago goldsmith, president of the Chicago District Golf Assn., and a guardian angel of pros.

One thing that the boys agreed on was to adhere strictly to the regulations governing tournaments as set up by organizations staging the affairs. If there are legitimate complaints against some of the rulings, these are to be settled by the PGA representative with representatives of the organization sponsoring the tournaments and not to be individually settled.

There was a discussion of the 1933 summer schedule which was hard on the boys because of the time they were kept away from their clubs for the home and foreign major events. The boys all were conscious of their duties to their clubs and the necessity of staying on the job to make some money during the busy part of the season.

Announcement was made privately that the PGA 1934 tournament would be in Buffalo, but public announcement was withheld for a later release by the Buffalo Junior Chamber of Commerce to the newspapers.

Arguments were set forth on the code clause prohibiting free equipment to any tournament players other than those on the staffs of various manufacturers. Some of the boys who hoe around in tournaments to make up the field and seldom hit in the prize money requested Jacobus to ask that free balls for their tournament play be provided in the code. The other side of the debate was that pro business received about \$1,200,000 guarantee of increased business from the code as it stood, which was a deal that justified the surrender of free golf balls for tournaments, these balls not being edible.

Al Houghton, pro at Kenwood where the Capital City Open was being played, told of the work and risk a club undertakes when it puts on an event. Houghton was a prime-mover in establishing this event which this year made money but which always has given the club valuable advertising.

Clarence Clark and Bob Harlow discussed the need of the troupers stopping at the same hotel in each tournament city so rates might be obtained. The Colonial hotel house physician brought the boys back into shape to continue the meeting after they heard that some of the California tournaments had put on a rap of \$2 a round for caddie fees at their tour-

naments. Harlow advised he was writing to ask the clubs that this two-timing addition to the expenses of the pros be reduced to the normal fee.

Other subjects discussed were: Traveling caddies, examining boards for instructing pros, PGA championship qualifying, unemployment and appearances at events.

Among others who took an active and helpful part in the meeting were: John Farrell, Paul Runyan, Joe Turnesa, Frank Walsh, Al Nelson and Hugh Moore.

Chicago Club Votes to Water Two Courses

BY a margin of better than 5 to 1, the membership of Medinah C. C. (Chicago district) recently voted to authorize the immediate installation of an automatic watering system on the First and Third courses of this multiple-course club. Medinah members are particularly proud of their Third course and feel that after the watering system is in operation they will be in superior position to act as hosts to any tournament of national importance.

Medinah has also recently renewed for a three year period its contract with Tommy Armour, nationally famous pro ace. Tommy's connection with Medinah's golf department was doubtless instrumental in the fine showing the club made last year, when despite current conditions the club operated well on the profit side of the ledger. It looks forward to 1934 with every expectation of continuing this fine showing.

FIRST PRIZE for 1933 season's announcements of Guest Days goes to Essex County Country club for a dizzy effort presenting a dozen good belly laughs. Grabbing a bunch of old-fashioned stock cuts from a type foundry catalog, the Essex County genius got out an announcement that would ordinarily secure a commitment to a violent ward, were not GOLF-DOM'S award hereby made, establishing the job as art.

TOP-DRESSING can most conveniently be transported from shed to the green, where it is to be applied, in those regular two-handled coal sacks. This saves shoveling the top-dressing into a cart, out of the cart onto the ground and from there into a wheelbarrow.

Again you can

GIVE

Golfing

FREE

to every member of your club.

Last year, April to August inclusive, 300,000 golfers belonging to 3,016 different U. S. clubs, received free of charge GOLFING's big brother—GOLFING—that chatty, alert and distinctive national player's magazine.

It soon will be April again and GOLFING once more will go into the mails to its appreciative readers without one cent of cost to them or their clubs.

Officials and members of the most exclusive golf clubs gave GOLFING a sensationally strong endorsement in its initial year. The alert leading pro business men pronounced GOLFING the greatest help they had used in promoting the golf entertainment and playing interest of their members, whether the members were captains of industry and society big shots or just lively golf "nuts."

In 1934 GOLFING will be better, naturally, than it was its first year, when business miseries and uncertainties burdened the populace.

Are the members of YOUR club receiving GOLFING? If not, send us the membership list, with home or business addresses, and we will be glad to send the magazine to every name you furnish. Remember, GOLFING is sent free of charge; neither you, your club, nor any member will be obligated one penny!

We give you our solemn assurance that under no circumstances will we permit your club's membership list to be used for any other purpose than the mailing of GOLFING.

MAIL LISTS TO
CIRCULATION MANAGER,

Golfing

14 E. Jackson Blvd., Chicago



They showed the Texas amateurs that pro golf remains superior. Back row, left to right—Scheider, Estep, Nabholtz, Aulbach (captain), Maguire, and Hogan. Front row—Grout, McGonagill, Penick (president Texas PGA), Lynch, and Ross

Texas Pro Team Gives Playing Lesson to Star Amateurs

TEXAS PROS can be counted on to explode smart fireworks when the need arises. With the National Open Championship in the possession of an amateur and the Texas amateurs all hotter than a seat-waving tropical heat wave, there was some license for the rank and file of Texas golfers to entertain the belief that as players the Lone Star pros were second to their amateurs. That belief is an insidious one, knocking down the lesson business.

For the good of golf the mistaken thought that the pros were not so hot had to be eliminated. Texas did it.

One of the prominent Texas pros is George Aulbach who graduated into pro ranks from amateur golf in Massachusetts. How the Texas operation worked is told by Aulbach. He says:

For the past few years the amateur golfers of Texas have been scoring brilliantly. Their record-breaking scores and tournament records have given them such newspaper publicity that the general golfing public have been led to believe the professionals were second-raters as far as playing was concerned. Conditions became so serious that a pro exhibition foursome could draw only a handful while the amateurs

could attract a large gallery. The pro prestige was in a bad slump.

The Texas PGA went into a huddle on this matter and decided to challenge the amateurs to a team match. The amateurs jumped at the opportunity of licking the pros and a ten-man team with two alternates was selected from all sections of the state under the leadership of Gus Moreland. The championship Brookhollow course of Dallas, measuring over 6,700 yards, was selected for the event. Five foursome matches were on schedule for the morning while ten single matches made up the afternoon program. The idea of bringing together probably for the first time in golfing history an amateur team against a professional team created immense enthusiasm over the entire state. The event was very appropriately named the Texas Cup matches and a handsome cup donated for the occasion. Each player on the two teams received a specially designed gold medal emblematic of the event. This classic also had the approval of the USGA as the ticket sale was given to charity.

Rah, Rah, Die for Dear Old PGA

The pros arrived on the morning of the

event in a rather grandstand style, dressed in white slip-over sweaters on which appeared a blue star lettered in red "Texas Pro Team." Captain George Aulbach gathered the boys together much in the fashion of a football squad and gave the final instructions. The pros were the underdogs, as all newspapers made the amateurs 10 to 7 favorites to win with ease.

The amateur lineup was as follows: Gus Moreland, fifth ranking amateur in the country and Trans-Mississippi and Texas champion; Charles L. Dexter, former Texas champion; Renolds Smith, Dallas City champion; Dennis Lavender, former state champion; Leland Hamman who led the amateurs in the national sectional qualifying test; Jack Jackson Southwestern champion; Louis Nowlin, longest hitter in the state and winner of several invitation tournaments; O'Hara Watts, twice Southwest intercollegiate champion; Gibson Payne, runner-up in Dallas city title event; W. R. Long, qualifier in the national amateur; Bud McKinney who last year led the entire country in the sectional qualifying test for the national amateur; and Peyton Slade, a Dallas star.

The pro lineup, without reputations, was: Francis Scheider, Dallas; Larry Nabholz, Dallas; Francis McGonagill, Dallas; Graham Ross, Dallas; Howard Estep, Dallas; Levi Lynch, Dallas; Ben Hogan, Fort Worth; Jack Grout, Fort Worth; Byron Nelson, Texarkana; Willie Maguire, Houston; Harvey Penick, Austin, and George Aulbach, Dallas.

Before a large gallery the amateur team took a sound licking and lesson from the pros in the art of fine shot-making. The amateurs won only three matches, the final count being 12 to 3.

Rebuilding Instruction Business

It strikes GOLFDOM that the Texas event was especially significant as a constructive influence in rebuilding pro instruction business.

Since the Women's National and National Amateur tournaments of last year we have been wondering why the newspaper sports commentators haven't had words to say on the manifestly superior golf of the women, practically all of whom were steady and conscientious patients of pro instruction. Most of the male amateur contestants were hot enough in their localities to develop a bland disregard for pro instruction and checkup, with the result that some of the spottiest golf ever shot

over American terrain was grunted out. Dunlap, the winner, was an example of what pro instruction steadily administered does in maintaining a consistently sound game.

Games of many of the other contestants went to pieces like a dime store toy at 10 a. m. Christmas morning.

Heart Attack Kills J. M. Lontz, President of F. & N.

JOHAN M. LONTZ, president of the F. & N. Lawn Mower Co., Richmond, Ind., died in his home shortly after noon on Dec. 11, of heart disease. Death was unexpected, as Mr. Lontz had been in his office that morning, apparently in his usual health. He was 71 years of age, and is survived by his widow, Magdalene Petty Lontz, and one son, Harry Russell Lontz.

For almost 30 years, Mr. Lontz was an official of the F. & N. organization. He joined it in 1904 as its secy.-treas., and nine years later was advanced to the presidency, a post he held until his death.

U. S. RUBBER HAS NEW BALLS AS 1934 FEATURES

Providence, R. I.—The United States Rubber Co. golf ball line for 1934 has three 75c balls, the "Three Star," "444" and the standard "Royal"; the "Fairway" at 50c, the "Nobby" at three for \$1 and the "Tiger" for 25c.

The "Three Star Royal," Ed Conlin, US ball sales chief, maintains has more distance with its new paste center, taped by a new method and wound with two types of new threads, giving more compactness and resiliency. This ball, Ed says, is a distance ball that will make them blink. The "444" is a tougher ball, but has distance. Its construction differs from the "Three Star" in having a thicker cover and less tension in the winding.

Standard Royal construction remains the same for the people who swear by it and don't want it monkeyed with for several miles more distance or toughness, enabling it to be played all thru the season.

The "Fairway," which Conlin says is the largest selling 50c ball, has a new center, high-grade thread winding, durable cover and the same finish and paint job as on the higher priced balls.

The "Nobby" is a tough-hided ball, wound with grade-A thread, and well finished. The "Tiger" is two bits of golf ball for competitive purposes and makes it possible for the relief laborers to play after living expenses are paid.

Program Announced for Annual NAGA Conference and Show

AN EVEN dozen papers on a well-selected variety of subjects of interest to greenkeepers will be presented by well-known authorities at the 1934 annual conference of the National Greenkeepers' Association of America, scheduled for three days, Jan. 31, Feb. 1 and 2, at the William Penn hotel, Pittsburgh. Delegates from the various NAGA district associations and all members able to be present for these addresses will learn much to aid them in their 1934 jobs.

Opening session of the conference, on Wednesday, Jan. 31, will consist of an address of welcome by President John McGregor, after which Professor J. W. White of Penn State college will talk on "Getting Acquainted with the Soil," John McNamara, greenkeeper of the Pittsburgh Field club, will discuss "Golf Course Maintenance," O. J. Noer, of the Sewerage Commission, Milwaukee, will take up the subject of "Golf Course Fertilization" and Charles Nuttall, superintendent of Fox Chapel G&CC, Aspinwall, Pa., will present "What the Depression Taught Greenkeeping About Sound Economy."

Thursday's session will open with a talk by Dr. E. E. Evaal of the New Brunswick (N. J.) Agricultural Experiment station. Dr. Evaal has chosen as his subject "Trouble-Shooting on Golf Courses in the Metropolitan Area." Following will be a paper by John Anderson, greenkeeper of the Crestmont CC, West Orange, N. J., entitled "The Value of District Turf Gardens to Golf Clubs." Concluding speaker of the day will be Oscar B. Fitts, superintendent at Columbia CC, Chevy Chase, Md., who will discuss "Our Attitude Toward Golf and Our Club."

On Friday, Wendell P. Miller will open the day's program with late information on "Irrigation," and further thoughts on this highly important subject will be offered by Robert Duguid, greenkeeper at Evanston (Ill.) GC, in his address, "Saving Money in Irrigation System Operation." Next on the program will be this year's speaker from the USGA Green Section, John Montieth, Jr., who will discuss the timely subject of "Economics in Course

Maintenance." Friday's conference will end after the speech by W. J. Sansom, vice-pres. of the NAGA and superintendent at Toronto GC, Long Branch, Ont., who will present his ideas on "Selling Ourselves to Our Officials."

While the program of the conference is an important part of the NAGA annual get-together, other attractions must not be overlooked. The Executive committee of the association meets on Sunday, Jan. 28, all committees meet with their chairmen in the afternoon of Monday, and that evening is reserved for the annual Exhibitors' Dinner.

Biggest Golf Show Yet!

The eighth annual greenkeepers' Golf Show will open on Tuesday, Jan. 30, and from the volume of contracts already in, indications are that all exhibition space will be sold. If such is the case, this year's Golf Show will be of greater educational value to turfmen than ever before, particularly since Fred Burkhardt, chairman of the Show committee, has advised all exhibitors to key their displays to the problems greensmen will meet in 1934 in their attempts to lower operating costs. Exhibitors will not find it difficult to follow Burkhardt's suggestion in view of the great advances that have been made in machine efficiency these past few years.

Thursday evening, Feb. 1, has been set aside for the annual banquet, at which it is expected Gamson Depew, the distinguished and highly respected chairman of the USGA Green Section committee, will be guest speaker. Mr. Depew has not announced the subject of his talk, but his extensive knowledge of greenkeeping matters is positive assurance that the address will be one not to miss.

The NAGA annual meeting and election will convene at 10:30 a. m. on Friday, Feb. 2, and various matters of importance are expected to be settled at the session. John McGregor, president of NAGA, mentions means of increasing membership in the association and means of further cementing the sectional bodies as important problems to be brought before the meeting.

Government Funds Aiding Municipal Course Building

LAST FALL AND this spring should be more active periods for new course construction than the golf field has seen in the last six years.

The answer so far as big money for golf course construction is concerned, is government funds. At Manchester, N. H., Royden H. Reed, chairman of the Board of Recreation told the local aldermen that after a brief survey of proposed local improvements for which federal financial assistance had been solicited federal officials said that a certain percentage of federal allotments to cities would have to be spent on recreational facilities.

Manchester contemplates increasing its 9-hole muni course to 18-holes and improvement of the clubhouse. Mr. Reed stated that the golf course enlargement would give 63,800 man-hours of work. Of the \$39,000 to be expended on this enlargement about \$26,000 is to be spent for labor.

At Greenwich, Conn., the Board of Selectmen has recommended a "self-sustaining golf course to round out a perfect park system." Cost of the proposed course is estimated at "about \$300,000."

Minneapolis (Minn.) Park Board has submitted a golf course improvement program involving expenditure of \$100,000 in its request for a share of the government money to be spent in local improvements. Columbia and Glenwood municipal courses would be changed from sand to grass greens, remodeled and lengthened, and have fairway watering. Theodore Wirth, general supt. of Minneapolis parks, commented on this request; "In normal times golf courses are not only self-sustaining but self-liquidating. Sand greens are antiquated and the public demands modern accommodations. The improvements will bring greater patronage and greater income. Each of the Minneapolis park course jobs calls for \$50,000, with the division of costs being 60 per cent labor and 40 per cent material and equipment.

State relief funds figure in the plans for a municipal course at Schenectady, N. Y., a project backed by the local Chamber of Commerce. Chairman E. W. Allen of the Schenectady work relief bureau estimates on the municipal golf course as follows:

"A liberal estimate of the cost of materials for the golf house is \$15,000. Allowing \$30,000 for pipe, hose, machinery, grass seed and so forth, \$6,000 for unforeseen expenses and \$10,000 more for street surfacing materials, brings the total expenses for land and material, for which a bond issue will be required, to \$150,000.

"Careful estimates show that week-end play will certainly average 200, and on Saturdays, Sundays and holidays over 300 rounds. At 50 cents a round, this gives an income of \$18,000. Concessions at the golf house and season tickets to persons who seldom play are estimated to bring \$7,000 more, giving an expected total income of \$25,000. (Records of 60 of the 18-hole municipal golf courses throughout the country have shown an average income of \$41,000 a year.)"

At Beverly, Mass., even the kids got the fever for municipal course construction as youngsters of the DeMolay order played at being city executives. The lads immediately passed an order authorizing the construction of a municipal golf course as an active part of their brief and unofficial tenure of office.

Modesto, Calif., is in an extensive recreation center building effort. By damming the Tuolumne river, Lake Modesto was formed. Adjacent to the river the city has begun construction of a public course under the direction of City Engineer Rossi, assisted by Ian Macdonald, course architect and pro.

As the present 9-hole muni course at Portland, Me., is paying 6 per cent interest on its capital investment, City Manager James E. Barlow has advocated increasing the plant to 18-hole and relieving congestion at the present course.

Mr. Barlow in making his recommendation said:

"One important reason for undertaking the construction of the golf course was to provide employment. Even the money spent for seed, fertilizer, equipment, etc., was indirectly for labor, although not necessarily local, but of course no community can live for itself alone.

"The gross revenue so far this year has been \$6,852.00, but will probably reach

\$10,000 with an estimated operating expense of \$6,000, leaving \$4,000 as interest on the capital invested, or about 6 per cent interest on the \$63,000 investment.

"Of all the work undertaken by the City to provide employment the golf course is the one project which will provide employment every season for a dozen people without additional cost to the taxpayers.

"The building of the golf course has been a direct benefit to the neighboring property."

Plans for a municipal course at Phoenix, Ariz., have been made public by A. C. Sipes, member of the city commission. The course is to be a feature of a sports center to enhance Phoenix as a winter resort.

Flushing, N. Y. is beginning construction of a 9-hole course as an extension of Kissena Park, according to plans laid before representatives of local civic organizations by Park Commissioner Albert C. Benninger.

At Canadian, Texas, and Salem Mass., excellent new municipal courses employing relief labor in their construction recently have been opened for play.

New work using government funds isn't all the golf course construction being done. Fairway watering experienced a big season last fall. Prospects of much higher prices later on influenced many clubs to install watering systems and make course alterations that had been under consideration for some time.

In the smaller towns there is a decided revival in establishing golf clubs. Typical instance is that at Scottsville, Ky., where Dr. H. H. Meredith and other golfers who have played in surrounding towns for several years, now have acted to build a local course. The spirit of the golf bugs has survived the depression. A municipal course at Mission, Texas, is being played although only 5 of its greens are completed. When the players get to approximately where the other greens will be located eventually, they count two strokes, pick up and go to the next tee.

Influence of women and children is noticed in expansion plans of several municipal courses. At Albany (N. Y.) the over-crowded municipal course is to be relieved by the construction of an additional 9 holes for women, beginners and youngsters. Mayor Thatcher, in endorsing the plans, said: "The larger course is already self-sustaining and there is no reason why a beginners' course should not be an equally good investment."

SCGA Ready to Fight Coast Price Cutters

MORE THAN three-quarters of the 100 men eligible for membership in the Southern California Golf Alliance already are in the file. Jack Malley is president of the new organization, which is associated with the PGA and which has for its main purpose the elimination of price cutting among pros, especially at driving ranges and outlying clubs. Due to tough times and murderous store competition the boys sold at any price enabling them to show a small gross profit which turned out to be less than nothing as a net profit.

Great progress was made by the organization in reducing this practice prior to the adoption of the athletic goods code which prohibits funny-work in pricing. The effect of the new organization, following its showing of strength in the price situation, now promises to be demonstrated in a broad improvement in merchandising vigor and practices.

Constitution and by-laws of the SCGA lead with this statement: "Desiring to foster and encourage a closer and more friendly relationship with our co-workers, business associates and public, founded on a strict code of ethics, we hereby pledge ourselves to abide by the following agreements and promise to assist to our full capacity to elevate the standard of our business practices. * * * Our object shall be to further the financial and educational advancement of our members."

Membership is limited to pros and recognized concessionaires at courses, driving ranges and schools where equipment is sold. Disciplinary action is taken by suspending members guilty of failure to abide by the rules and spirit of the organization. Seven directors constitute the board of the association. They are located in the various Southern California districts. Dues are \$1 a year. A wholesale buyers list (stores excepted) is compiled showing those entitled to buy at discount for resale.

Recommendations for correct business practices have been drafted by the organization. Among these is one asking that pros be given chance to buy "close out" merchandise at the same time as the stores.

In addition to Malley, other officers and directors of the SCG Alliance are: Larry Gleason, vice pres.; J. A. Patterson, sec-treas.; Willie Hunter, Al Baker, Johnny Kraus, Charles Dietrick.

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

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UNEMPLOYMENT RELIEF

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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)