

Sound Business Background on PGA Championship

Portland, Ore., host to the 28th PGA championship, played Aug. 19-25 over the Portland Golf Club course, conclusively demonstrated that the Pacific Northwest is major tournament territory. The 1944 PGA at Spokane and the Open at the Portland CC last year provided foundation for the faith of Robert A. Hudson that making a \$25,000 guarantee for this year's PGA was a good gamble. Bob won, as usual.

Portland, with a metropolitan area population of about 450,000 drew galleries that probably came close to offsetting the large guarantee required to pay expenses of sectional qualifiers to Portland, plus the prize money. Program advertising revenue, always a big factor in tournament financial success, undoubtedly put the event on the black side of the ledger although Hudson established a new high among tournament sponsors in picking up the tabs for contestants, officials and press.

The championship at Portland was the realization of a campaign begun in the early 30s by Bob Harlow, then PGA tournament bureau mgr., to establish the Pacific Northwest as one of the major areas on the tournament circuit. The section long has been one of the great nurseries for amateur golf with Bud Ward as the latest of its luminaries, but has not received adequate recognition for the high calibre of pro talent which developed the amateur play. Ted Longworth, now one of the Northwest's pro veterans did his good share of developing young pro talent even before he followed Lewis and Clark into the Oregon country. Ted, since 1933 pro at Portland's Waverly club, helped bring Nelson, Hogan, Guldahl and Lloyd Mangrum out of caddie ranks in Texas onto the road to stardom.

Hudson, head of one of the largest fruit and vegetable packing, export and import grocery houses in the country, also is president of the Portland GC. He went into sponsorship of the PGA tournament as a personal proposition. He demonstrated great showmanship and turned in a great organizing performance with the club, the Portland Junior Chamber of Commerce, local business houses, newspapers and radio stations all very cheerfully and energetically getting into the act.

Good Tournament Layout

The Portland course is short but a grouping of tees and greens in the center

of the course makes it a very easy course for seeing a lot of tournament play without much walking. The equipment barn is located in a grove in the center of this area, making it fairly easy for Supt. Don Junor and his staff to attend to considerable work without the long travel there is on many courses.

The Portland CC card:

OUT—

| | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Yds. | 400 | 430 | 340 | 135 | 525 | 375 | 355 | 210 | 362 | —3132 |
| Par | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 35 |

IN—

| | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| Yds. | 520 | 376 | 210 | 368 | 396 | 500 | 357 | 135 | 530 | —3392 |
| Par | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 37 |

The three par 5s on the second nine present a rather unusual arrangement. Out of bounds on the left of the 15th and 18th caught a few of them. The 18th green is elevated. Very few got onto the Portland par 5 holes in 2 shots.

Rough and tight tree bordering of fairways provided the most trouble. Greens were in magnificent condition; most of the tournament players said they'd seldom played on better greens anywhere, any time. This tribute, considering the tricky little contours to some of the greens and the tendency of golfers to alibi, was high praise. The rough was tougher than that generally seen on championship courses, yet it was not the cause of much more than a few mumbles of complaint. That may be an indication that rough is coming back to its former status as a factor in determining a true champion.

Fairways and rough were weedy, according to the standard now prevailing on central and eastern courses since 2,4-D use has become rather general in those sections. Plantain especially provided bad lies.

Supt. Junor intends to soon start 2,4-D application on the course. Results of the treatment at the neighboring Waverly club have been highly satisfactory. The 2,4-D use hadn't been nearly as extensive on the Pacific slope as it has been in the east and central parts of the country.

Hardy Scot-Yank

Junor, though Scotch-born, never played golf until he was 52. He'll be 70 his next birthday and is a remarkably youthful looking, physically and mentally energetic man. He often plays 36 holes a day after his work on the course is finished. His companion in most of this golf is his

grandson, Don Mozel, Oregon junior champion. Grandpop Don goes around in the high 70s.

Hudson, Junior and the green-committee of the club plan planting of every sort of decorative shrub and tree that will thrive in Oregon as something to make complete the natural beauty of the course.

To Remodel Pro Shop

Pro Larry Lamberger's shop is in the main building right back of the first tee. He has made good use of tight quarters but, with club officials, is planning remodeling the shop to provide better display facilities as well as more spacious and convenient club storage and cleaning room. Lamberger, like other smart pros, has been strong in pushing apparel and accessory items during time of inability to get enough playing equipment to sell in maintaining shop sales volume required to keep a first class man at a first class club. Lesson business has been heavy with Lamberger. It apparently didn't do damage to Larry's own game to spend practically all his time with his pupils. He qualified with a comfortable 143.

Highest qualifying score was 148. Seven tied at that figure. Jim Ferrier's two 63s for a 72 par was a new qualifying record for the PGA. Hogan won the 1944 Open with 261. The course is one that can be burned by a man who is straight and has a hot putter, but it's a headache to anybody who's wild, even though long.

Caddies had the names of their players lettered on the backs of their sweaters. This is a vast improvement over the number system with numbers worn either by players or caddies. Caddies also were supplied with uniform caps bearing PGA championship lettering.

Clubhouse Smoothly Operated

Clubhouse operation, under management of Charles Sommer, former pro who became a manager some years ago, was the quickest and smoothest seen at a tournament in some years. Long tables were set in the dining room at which contestants, members and guests were served. Contestants and their wives were on the cuff for meals. The club's chow was superb; a fine performance in food buying and the preparation by the chef and his staff. Service by waitresses even during the greatest rush was fast, neat, adept and pleasant.

Prices for excellent cuisine were so far below tournament food prices generally charged during tournaments other managers and house committees will wonder how the club gets by. However, Sommer shows a club financial statement with net income of \$56,652.85 for year ending Oct. 31, 1945 and says this year's statement will show substantial operating profit, so

house operations are doing right well despite unusually low prices for unusually good food.

The Portland GC, by the way, has total property and equipment appraised at \$482,360, Oct. 31, 1945, but carried on the books at \$216,032.22. Its bonds payable on maturity, Nov. 1, 1956, are \$36,000.

A representative luncheon menu is that of the Saturday of the tournament.

Soup: Split Pea

Bowl.....15c Cup.....10c

SPECIALS:

Baked Sea Bass, Lemon.....75c
Large Crab Salad.....75c
Roast Beef Hash & 1 Egg.....75c
Cold Meat & Potato Salad.....75c
Sirloin of Beef, Brown Gravy.....75c
Potatoes Vegetable

Hot Rolls
Beverage

SALADS:

Chicken65c
Fruit & Cottage Cheese.....65c

DESSERTS:

Apple, Berry, Lemon, Boston
Cream Pie15c
Strawberries in Cream.....25c
Peaches in Cream.....20c
Cantaloupe, Casaba, Cranshaw,
Honey Dew Melon.....25c
Ice Cold Watermelon.....25c
Assorted Sundaes20c
Plain Ice Cream.....10c
Liederkrantz, Gorgonzola, Camembert Cheese35c
Coffee.....10c Tea.....10c Milk.....10c

PGA Strongly Promoted

Local publicity tie-ups during the tournament were great. Friday prior to the tournament the Nelson, Hogan and McSpaden golf pictures were shown in a local theater for two shows. Pros who appeared in person and put on demonstrations at the theater and at the public demonstration which was held along with a preliminary playing exhibition Sunday, Aug. 18, included Nelson, Mangrum, Thomson, Schaefer, Harrison, Barron, Sampson, Al Zimmerman, Byrd, Demaret, Fazio, Oliver, Ghezzi and Mozel.

The PGA instruction committee held a pro clinic at the Multnomah hotel the Monday evening of the tournament. It was well attended and drew forth lively technical discussion.

An evening rendezvous for the pros was the MacGregor Tourney room at the Multnomah hotel with MacGregor's v.p., Wm. J. McNulty, in charge. The room was open until midnight up to Thursday for the lads to partake of light grub, a free swing at a bull session, and a nightcap.

The press arrangements were very good, with the working press and radio men being sheltered in a press room having a

glass front through which the public scoreboard could be handled. The place was erected for the 1945 Portland Open. Scores were handled rapidly. Eastern and central afternoon papers were at a disadvantage in covering the event due to time differences. Hudson and his Portland GC colleagues couldn't change the nation's clocks but they seemed to have done everything else in making the tournament successful. Fred Corcoran, PGA tournament bureau mgr., was constantly available for press reference and helped invaluable in coverage of the event.

There was the customary amount of criticism of the two 18-hole rounds of Wednesday, but none of it by the fellows who weren't eliminated in that day's double-time session.

Draw was on a numerical basis. Fer-

rier, the medalist, was competing in his first PGA championship. So was Oliver, the runner-up. Oliver, you'll remember, tied for a play-off in his first start in the National Open (that of 1940) but was disqualified for starting ahead of time. He also was the first enlisted man in the U. S. Army to marry a lieutenant. Mrs. Oliver was a nurse. They now have 3 youngsters. Oliver went through a tough upper bracket and beat the weary Nelson on the 36th hole after a thrilling exhibition of some stinking and some superb golf shots. The affable and competent Porky took a lead on Hogan while Ben faltered in the morning round of the final, but after a little pre-lunch practice by both men, then chow, Hogan went forth, got his gears meshing and cut Porky into sausage.

May Tells What Tourney Crowds Eat and Drink

GOLFDOM was curious to know what was eaten and drunk, and how much, at business engineer George S. May's 1946 All-American Tournaments, all-time greatest golf meet in attendance, prize money, player field, et cetera. So we queried Mr. May and got the following highlight figures:

Club Service

Bar Sales: in bottles: Coca Cola, 7,200; root bear, 3,600; beer, 9,600; Bourbon, 240; Scotch, 120; gin, 420; rum, 120; dry soda (qts.), 240; sweet soda (qts.), 360; ginger ale (qts.) 300.

Meat, Fish: in pounds: baked ham, 1,150; prime ribs of beef, 1,070; sirloin of beef, 800; fried chicken, 500; pork tenderloin, 400; veal, 400; pot roast of beef, 350; fish, 725.

Salads, Dressings: condiments in gallons: potato, 70; crabmeat, 35; chicken, 105; salmon, 70; ham 70; egg, 70; red beet, 70; chopped vegetable, 70; cole slaw, 210; molded jello, 35; fruit, 1,225; marinated herring, 105; olives, 35; mayonnaise, 70.

Desserts: 280 pies; 525 gallons ice cream; 90 layer cakes; 140 cantaloupes; 70 watermelons.

Dairy Products: pat butter, 275 pounds; solid butter, 60 pounds; milk, 1,400 gallons; cream, 55 gallons; cottage cheese, 175 pounds; aged cheeses, 175 pounds.

Miscellaneous Items: 420 dozen dinner rolls; 315 pounds white bread; 315 pounds whole wheat bread; 210 pounds rye bread;

210 pounds sugar; 315 gallons coffee.

Personnel Required: bartenders, 20; waitresses, 30; kitchen staff, 18. These figures include 30 extra workers (8 bartenders, 15 waitresses, 7 kitchen workers) who were hired for the week of the tournament.

Number of Meals Served: 8,245, including 1,163 to contestants and their wives.

Concession Service

Sales of Major Items: 60,000 sandwiches (ham, corned beef, hot dogs); 20,000 ice cream sticks; 60,000 bottles Coca Cola; 25,000 bottles of beer; 20,000 pints milk.

Number of Workers in tents: 125.

Number of Tents: 8 including one work tent.

Increase in Sales over those at 1945 All-American tournaments, as reported by Christensen & Phelps, the concessionaires: 30 per cent. This increase roughly tallies, not surprisingly, with the increase in attendance from 105,000 to 152,000.

Non-Eaters and Lunch Bringers

"In buying and hiring for a tournament," says Mr. May, "you have to assume that the great majority of spectators will just pop in for a few hours between their own major meals at home and eat little or nothing at the tournament; also that many thousands will bring their own lunches and eat in their cars or on the grass, picnic-style. Aside from these saving factors, we'd have to buy food by the trainload and hire an army of people to serve it."