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## Texas PGA in Big Meeting at Dallas

Texas PGA meeting at Dallas AC CC Dec. 15 exhibited some confirmation of the modest Texans' claim they have the most active PGA section in the nation. If you express any doubt of that, stranger, smile and for safety's sake, draw your 45. By plane and auto rides of a few hundred miles, which are considered easy going in Texas, a large crowd assembled. Prize money of \$7500 for the state PGA at El Paso was announced. Byron Nelson for the pros and Felix McKnight for the amateurs presented an outline of the new plan for the famed pro vs. amateur state competition which is a great event that should be copied in other states. Revision of the Texas vs. Oklahoma pro event to allow Oklahoma to add to its team playing stars from Kansas, was announced.

Pres. Graham Ross spoke of Texas PGA's strong interest in furthering the state turf research work and the annual turf conference. Byron Nelson and Ross collaborated in a demonstration of Nelson's playing and teaching methods. The demonstration was tied up with showing of the 1947 PGA championship movie. Jack Redmond gave an interesting talk and demonstration on the work of the trick shot exhibitor, citing details of his long and successful experience.

Herb Graffis, GOLFDOM'S editor, spoke on "Swinging Around the Circuit" in pro business, stressing the wisdom of pro research in association with outside experts on business and physical education. Graffis reminded the pros of the great advance in turf maintenance since greenkeepers had gone into an educational and research program enlisting the resources of state colleges, the USGA Green section and other outside authorities. He expressed the conviction that pro progress and profits could be greatly improved by adoption of a like policy. He urged that there be clear recognition of the respective functions of the USGA and PGA for better service to the game and amateurs. He voiced the opinion that the Texas pros' pattern of developing and emphasizing close relations with amateurs and promoting school instruction needed national extension.

Responding to queries about the development of adverse publicity on national PGA operations Graffis said his belief was that most of it was the outcome of a decade of secret sessions. This policy, he pointed out, was not an exclusive mistake of pro officials, but was general when politicians were more fearful of criticism than eager for public understanding. Formation of the Golf Writers Association, he believed, would develop improved public relations

for the pro organization if it would step out from behind the publicity iron curtain it raises at its convenience when a real story is popping. Considering the personalities of pro officials and their earnest, unpaid service, he believed the PGA publicity would be easily corrected if the association would put into effect a publicity policy as frank as that of the smart individual pro in his dealings with the press.

## Managers Plan Minneapolis Convention Program

Upper Midwest chapter of the Club Managers Assn. of America is completing plans for the CMAA 20th annual convention, Minneapolis, March 14-17. Convention headquarters will be at the Radisson hotel. Reservations at the Radisson, Nicolle and Curtis, where conventioners will be housed, are going fast.

Much will be made this year of the inspection tours and affairs at country and city clubs in the Twin Cities. Richard H. Hirmke, mgr., Minikahda club and genl. chmn., convention committee, promises that the functions to be held at the various clubs will give the "furriners" an impressive demonstration of the advanced type of operations at the excellent clubs in this sector. Hirmke's club will be the scene of a special smorgasbord Monday evening, March 15, which Dick is confident will be a memorable presentation of the Scandinavian style of cuisine. The following day after a cocktail party at the Radisson there will be a dinner dance at the Minneapolis AC at which another competent endeavor will be made to exhibit the top achievement in a club affair.

Wives of the Upper Midwest chapter members have arranged an interesting program for women visitors including a luncheon and demonstration at the Betty Crocker kitchen, a style show and luncheon at Dayton Co. and a trip to the Lowell Inn at Stillwater.

Details of the educational program include authoritative speakers on all phases of clubhouse management. Information concerning convention reservations may be obtained from Hazel N. Baker, sec., Room 278, 816 2nd Ave., S., Minneapolis 2, Minn.

## MARKOVICH SHOWS

(Continued from page 32)

Richmond each receives a complete financial accounting and a letter of thanks. Some of the \$10 sponsors of the 1947 so-called "Poor Man's Open" have framed these letters on a mantelpiece place of honor along with their high school diplomas.

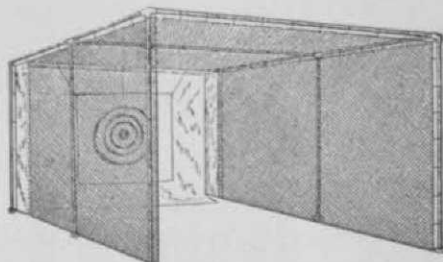
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