



## FESSENDEN GETS GOLF'S TOP HONOR

Scotty Fessenden, Western Golf Assn. pres., recently named Golf's Man of the Year by the Golf Writers' Assn., receives the William D. Richardson memorial trophy, emblematic of the honor, from O. B. Keeler, past-pres. of the GWA and veteran golf writer of the Atlanta Constitution. Looking on are Gene Sarazen, Ed Dudley, Sam Snead, and Charley Bartlett, GWA sec'y.

apply for return to amateur status. That means pro for life to the fellow who has absent-mindedly drifted through five years of near failure as a pro and suddenly decided to get back his amateur standing.

All of us have seen young fellows who jumped into this business ill-prepared, thinking only of flashy sport coats and easy hours at fashionable clubs with no day-to-day responsibility. All this coupled with an easy flowing income. How abrupt was their awakening when they found that pro golf is hard work, sound business and top-notch diplomacy all rolled into one. Add this to the uncertainty that plagues too many golf jobs today and it is plain to see the sad plight of Willie, the would-be pro who has failed.

The tangled efforts to get back to amateur status at once, linked with outstanding golf bills in many cases, poses a sad picture that can be charged to:

1. A hazy dream of easy living,
2. Lack of knowledge of the golf business,
3. Poor preparation and training,
4. Lack of basic qualities to start,
5. Lack of good advice from a competent professional.

### Who Can Gamble?

Who can take this gamble in pro golf? How can they determine what their chances are? Once in a while we pros see a natural for our business. In such cases a little

guidance will make an outstanding success of such a man. Too often such a fellow is well situated in his own field and is not interested in anything else. Very often he has weighed the pro business and found that he is better off in his own line with a sound income, steady advancement, security, and time to play amateur golf in his leisure hours. Not a bad picture and one can't blame a man for choosing his future on such a basis.

Then we find the man who cares little for his amateur standing, is a sound golfer with promise, and has the qualities for the long haul into pro golf. Such a man needs to be free from family ties and heavy financial responsibility; or have an independent income to see him through the thin years. Many fellows in this class are the real golf bugs who want to live, eat, sleep, and play golf. With adequate natural qualities they can make good in a big way; after five to ten years in the business. The upswing is slow and tedious. Witness, Claude Harmon, Master Champion in 1948.

Claude stands near the top of his profession today, with two of the finest jobs in the country, plus a top tournament rating and with the wholesome respect of all who know him. How did he get that way?

Claude was a Florida amateur who loved golf and played it all the time. He had solid character and wasn't afraid of work. Some years back he became friendly with

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