

JANUARY • 1950

PGA Raises Dues, Plans More Dollars for Pros

By HERB GRAFFIS

Joe Novak, Los Angeles, was re-elected president; Horton Smith, Detroit, was elected secretary, and Harry Moffitt, Toledo, treasurer, at the PGA 33d annual convention which registered satisfactory progress in getting the pro organization back onto a business basis and away from the political maneuvering which has been the cause of considerable costly disturbance.

New vice presidents elected are Harold Sargent, Atlanta; George Calderwood, Milwaukee, and Graham Ross, Dallas.

Highlights of the convention were:

Increase of national PGA annual dues from \$35 to \$45;

Limiting official tenure of office to three consecutive one-year terms;

Voting, 52 to 18, for use of stars' names on store lines;

Close coordination between PGA and its advisory committee;

Arranging for production of pro business manual by PGA educational committee and National Golf Foundation;

Limiting tournament play of Tournament Bureau manager;

Planning a "Welfare and Retirement" program.

The PGA's convention at Mid Pines hotel, Southern Pines, N.C., was a successful experiment in holding the association's national sessions on the fringe of a golf course and away from metropolitan distractions. Long and arduous sessions were alleviated when a genius suggested that a night session be substituted for the scheduled afternoon program while delegates got their second wind and freshened up with play at Mid Pines, Pinehurst, Southern Pines or Pine Needles.

Operating deficit of the organization for the preceding fiscal year necessitated increased dues and the decision to strictly budget the succeeding year's activities. The Ryder Cup trip cut heavily into Tournament Bureau funds with a bite of \$25,000. There was talk about discontinuing the matches unless they could be made to pay their own way. That was just talk. Discontinuance of tournaments that don't register in the black financially would be the last thing the pros want. The publicity and other returns of tournament golf are substantial but don't invariably show black figures.

Tournament business also figured in approval of a \$10,000 minimum purse for PGA-sponsored events, although leeway was granted for exceptions that may be warranted. The Advisory committee proposed a new tournament in which pro winners of all tournaments on the circuit and major championships would contribute their services and amateur winners would be invited. Proceeds would go to the PGA General Fund.

The Locke case was given a diplomatic brush-off with the word being passed out that if Bobby wanted to say "so sorry, chaps" and be mindful of his commitments he'd again be persona grata on the PGA tournament circuit. Complaint from the British PGA and tournament sponsors about American pros running out after the Ryder Cup matches and devaluation of the pound also was considered with discretion and embarrassment. Nobody came up with an answer to what's to be done with players who are not under paid contract with the PGA and sponsoring angels and who don't show to draw a gallery.



Holding convention away from metropolitan distractions and lack of usual political maneuvering were contributing factors accounting for progress made in transacting business of PGA at recent 33rd Annual Convention at Mid Pines Hotel, Southern Pines, N.C. Officers elected are: (L to R) Harry Moffitt, Toledo, O., treas.; Joe Novak, Los Angeles, re-elected pres.; Horton Smith, sec'y. Exec.-sec'y. Tom Crane is at right.

Mutterings about George Schneiter, competent Tournament Bureau manager of the PGA, competing on the tournament circuit with the boys who pay him were quieted amicably by restricting George's play to major championships. The Tournament Bureau manager also was ruled out of signing on any manufacturer's advisory staff.

Spread Tournament Money

Tournament money was spread with \$10,000 purses being increased from 20 to 23 places and \$400 was cut from former first prize of \$2,600 in \$15,000 events with the money now being split 40 ways.

Cary Middlecoff will have to wait two more years before becoming eligible to PGA membership. The National Open champion was kept out when the convention voted to maintain the 5 year apprentice requirement. Consensus of the delegates was that they wanted Doc as one of their number and admitted that the old apprentice rule needed modernization but nobody could come up with a practical plan for hastening the acceptance of desirable and qualified young men as PGA members.

Present method of qualifying for the PGA championship was retained; the proposal to make it an all match play affair being defeated. Also defeated was a motion to redistribute PGA voting strength

on the basis of sectional membership instead of on the present basis of two votes from each of the 30 sections.

With the show window problems of the tournament circuit out of the way the delegates from the 30 sections devoted most of the time to how the association could make golf a good business for the home club PGA member pros and extend their service to the amateur army.

Advisory Committee Active

Extensive use was made of the services of the Advisory committee in joint meetings with delegates, the Executive committee, the Tournament bureau and the representatives of the club and ball manufacturers' associations. Maynard G. (Scotty) Fessenden, who has retired as chairman of the Advisory committee to be succeeded by S. C. (Chick) Allyn, George S. May, David Griffin, Tom McMahon, Bob Goldwater, Tom Utterbach and Wm. May, sat in for the organization of amateur advisors. Fred Waring, bandmaster and owner of Shawnee CC, was appointed to the Advisory committee.

The Advisory committee urged strict budgetary control of PGA finances which are pretty much of a mystery to the rank and file members although copies of the audited annual statement are made available to delegates at the annual convention. Some delegates expressed intention to provide all their members with copies

of the statement so criticism, if any, would be constructive and all would have an accurate score of the association's financial operations.

Discussion of the publicity problem of the PGA came to the conclusion that all the association had to do was to get its collective publicity on the same basis with press, radio and public that pros individually have enjoyed for years.

Appointment of a "public relations" man was passed up for the reasons that the PGA hasn't money to pay for the type of expert service that might be needed, and because such channelling of PGA news through one man might continue the unsuccessful policy of restricting pro comment on association matters.

It was unanimously agreed that the PGA publicity practice be drastically changed from accent on defensive or disciplinary news to headlining the organization's interesting and constructive news.

Plan Pro Selling Aid

As a result of action by the PGA Educational committee, headed by Eddie Duino, a business manual for pros and assistants will be published this spring as the first of a series of booklets presenting successful pro experience. PGA officials and manufacturers also arranged for the promotion of a pay-as-you-play plan for golf merchandise to put all pros in position to sell on deferred payments. Announcement was made that pro advertising material soon would be available in circular, letter, folder and cut form.

This material is being prepared by the National Golf Foundation in cooperation with PGA officials and members and representatives of the leading golf goods manufacturing companies.

The Educational committee's formal part of the program led off with the illustrated lecture of Dr. Glenn W. Burton, senior geneticist, U.S. Dept. of Agriculture, Tifton, Ga. Dr. Burton who heads the USGA and Southern golf interest's turf research program showed colored slides of turf development and disease prevention work. His talk impressed delegates with the valuable extent and character of work being done in the turf department of golf. His remarks on the highly satisfactory results with Tifton 57 turf Bermuda were of particular interest to pros in the Bermuda area.

Herb Graffis showed charts of the substantial results being achieved by the National Golf Foundation in its work with pros, club officials, school and municipal authorities and private interests in the promotion of more golf courses, more play and more business in golf. It was explained that the National Golf Foundation

was a non-profit organization, financed by leading manufacturers of golf equipment, with its operations all planned to be of direct profit to professionals.

Latest production of the National Golf Foundation, the Golf Gift Certificate display card and blanks, had accounted for considerable Christmas gift volume at pro shops, according to delegates at the PGA meeting. Graffis also referred to work done by Rex McMorris and Joe Graffis of the Foundation, in promoting closer cooperation between school physical education departments and pros. Highly successful cooperation in junior golf development between the PGA committee headed by George Lake, and the National Golf Foundation also was reported.

Fred Barks of the National Cash Register Co. gave a highly practical talk, with charts, on pro shop retailing. Barks counseled pros to do the best with what they've got in the way of retailing facilities to make their establishments retail stores instead of pro shops. He urged more pro personal and printed advertising and said the policy of successful selling of lessons and merchandise summed up:

Make the customer think of buying from you;

Make the customer like to buy from you;

Make the customer want to buy from you;

Make the customer want to come back to you.

Teaching Program Helpful

Joe Novak outlined features of his very successful class instruction at UCLA. Novak said college and high school instruction reached into a vast field covered by no other athletic coaches and had as pupils not only the star athletes in other sports but the boys and girls who couldn't make teams. This wide scope gave pros an opportunity to build prestige and to get in strong with the parents. Novak gave details of his instruction plan and emphasized that in all class instruction it was essential that pupils be placed far enough apart so none were in danger from swings.

The teaching and instruction analysis was conducted in an inside session with Sam Snead telling how he thinks he plays and Snead, Marshall Crichton, Melvin Hemphill and Johnny Palmer performing in the outdoor session arranged by Bill Gordon, chairman of the Teaching committee. Horton Smith did his customary masterly job of m-c-ing the clinic. Crichton, PGA Senior champion, and left-handed Melvin Hemphill, gave demonstrations that were particularly impressive in

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to support plant life and inhibit germination of seed. Their common use is in traps, around fences, etc. where vegetation is not wanted.

(Editor's Note: Complete report of Texas-Okla. Conference by John Henry will be continued in February issue.)

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showing the sound, high standard of golf instruction available from first class home club pros. Palmer and Snead exhibited classic form which Smith analyzed.

Snead told of starting cross-handed and being slapped out of that by an older brother. Sam said he didn't get much of an early chance to fashion his style on the stars but when he began to get around he learned quick.

He said he'd had a lot of trouble early getting the ball up into the air. He had to use a spoon off the tee. He learned the right way by addressing the ball with the clubface in position he wanted it at impact, then lifting the club straight up in front of him, cocking his wrists so the shaft fell back over his head, and then making his body turn. By noting how his wrists were then at the top of the backswing he discovered that faulty wrist action due to a bad grip had been the

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cause of his inability to hit the ball correctly.

Sam said his arms are abnormally long for a man of his 5-10½ height. He attributed high position of his hands at the top of the backswing to his long arms. He said he gets more distance by getting more "kick" with his right foot into his downswing. He remarked that he, Hogan and Craig Wood seemed to be fellows

who'd favored leg work. He also said that he used his back muscles in hitting. Just how, he confessed he didn't know. In 1937 on the winter tour he recalled that he finished 6th in the LA Open and the boys told him to "do a little more of this and a little less of that," but he didn't understand what they were talking about and thought, with sixth money in his pockets, he would keep at it the way



California superintendents and chairmen meet with University of California (Los Angeles) scientists at UCLA turf experiment station where first year of research inaugurated and mainly financed by golf interests, has resulted in significant findings.

1950 Turf Conferences

- Jan. 2—Start of 20th Annual Ten-Weeks Winter School of Turf Management, University of Mass., Amherst, Mass. (Geoffrey Cornish)
- Jan. 12, 13—Annual Turf Conference, Mid-Atlantic Assn. of Greenkeepers, Lord Baltimore Hotel, Baltimore, Md. (Ernest N. Cory, University of Maryland, College Park, Md.)
- Jan. 20—Annual meeting, Indiana Golf Course Supts. Assn., CC of Indianapolis.
- Jan. 30 - Feb. 3—19th Annual One Week Turf Short Course, Rutgers University, New Brunswick, New Jersey. (Tentative)
- Feb. 6-10—21st Annual Turf Conference and Show, National Greenkeeping Supts. Association, Hotel Statler, Boston, Mass.
- Feb. 27 - Mar. 2—19th Annual Turf Conference, Pennsylvania State College, State College, Pa.
- Mar. 6-8—Midwest Regional Turf Conference, Purdue Univ., Lafayette, Ind.
- Mar. 8-10—Annual Turf Conference, Minnesota Greenkeepers Assn., Hotel Lowry, St. Paul
- Mar. 10-11—Annual Turf Conference (Concluding 10 Weeks Winter School), Univ. of Massachusetts, Amherst, Mass.
- Mar. 13-15—16th Annual Greenkeepers Short Course, Iowa State College, Ames, Iowa.
- Mar. 15-17—Third Annual Turf Conference, Cornell University, Ithaca, N.Y.
- Oct. 16-17—Third Annual Turf Field Day, Plant Industry Station, Beltsville, Md.

he was playing which he defined as "the most simplest way" he knew.

Snead said that when fellows blow-up in tournaments it's because they become victims of experimental and interrupting mannerisms and lose their concentration. Sam's "concentration," he explained, consists of not thinking. He advocated a finger and palm grip with fingers of the left hand in control. Too much grip in the fingers, he warned, would diminish power.

He credited Victor East with improving his putting by changing him from being a wrist putter to an arm and wrist putter and said that Vic Ghezzi also had helped him acquire his present profitable putting method. Ghezzi told him to think about keeping the putt on the line for the first 3 inches. The Lord would take care of the rest.

"Scotty" Fessenden presided at the annual President's dinner at which Joe Novak presented Snead with the PGA's "Golfer of the Year" plaque. Samuel Jackson accepted with a very entertaining recital of high spots of his career. Bob White, first president of the PGA, George Jacobus and Ed Dudley, former presidents, and others spoke during a lively evening which concluded with showing of the Spalding "Famous Fairways," Western GA "Honor Caddie" and "Legend of the Masters" films.

Richard Tufts, USGA director and Pinehurst, Inc., president, entertained convention delegates and guests at a dinner at Pinehurst CC following the convention. Preceding the dinner Bob Harlow, publisher of Golf World and the Pinehurst Outlook, was host at a cocktail party.

NEWS from the MANUFACTURERS

Spalding Has Junior Woods and Irons "just like Dad's"!



"As the twig bends so grows the tree" . . . and Spalding had this in mind when they designed a set of woods and irons just for "Junior". They've shorter shafts and are lighter in weight and look "just like Dad's". An added opportunity for increased pro shop sales in 1950.

WEST POINT HAS NEW GREEN-LAWN POWER AERIFIER

West Point Lawn Products, West Point, Pa., announces a new self-powered Aerifier which is convenient to use on small turf areas, easy to handle in limited space, and powerful enough to use on slopes. Principal characteristics of the larger F-G Aeri-

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