



Delegates, manufacturers, officers and guests turn out for President's dinner at 35th annual meeting

PGA Meet Serene, Except for Tournament Puzzles

By HERB GRAFFIS

Home club pros had mainly tournament pro problems to worry about at the 1951 annual meeting of the PGA. The part of the meeting concerned with home-club pros was calm routine business of the association program that has proceeded smoothly under Joe Novak's administrations. The association has grown to approximately 3000 members, about 2000 of them Class A pros.

Horton Smith, Detroit (Mich.) GC, former secretary of the PGA, was elected president. The vote was 57 to 19 over Harry Moffitt, Heather Downs CC, Toledo, O. Moffitt was elected secretary and Harold Sargent, East Lake CC, Atlanta, Ga., son of a former PGA president, George Sargent, was elected treas.

High spot of the PGA meeting in general golfing interest was the appearance of Robert T. Jones, Jr. at the President's

dinner. Bob had a bad flight up from Atlanta, spoke brightly at the dinner; and flew back the next afternoon after a reunion with many of his old pro pals. He is having tough going getting around with a cane after several operations but otherwise looks great.

Make Learning Fun — Jones

Bob told about the nuisance he was to Stewart Maiden when Bob was a little kid fooling around the pro shop and driving Maiden to junior promotion in self-defense. Jones urged the pros to make golf instruction less of an arduous chore for the pupil for, said Jones, a person who wants to play golf for fun isn't going to stick at something which is treated as hard, dull labor in the teaching stage.

The pros and their guests hailed Jones with the most enthusiastic and prolonged



of the PGA in Chicago's Sheraton Hotel, Nov. 26, to hail Robert T. Jones, Jr. Bob was guest speaker.

demonstration ever witnessed at a PGA affair.

The award to the PGA Golfer of the Year was accepted by Chas. Bartlett, Golf Writers' Assn. sec., for Hogan who did not appear.

James D. Standish, Jr., USGA pres.; Malcolm McLaren, representing Wm. Johnson, pres., National Assn. of Golf Course Supts.; Joe Novak, retiring pres., PGA; and Bob Hudson, retiring chmn., PGA Advisory committee also spoke at the dinner with George S. May functioning as m.c.

Reveals PGA Financial Status

Satisfying evidence that the PGA had progressed in getting its operations on a business basis was presented in the first financial statement the association had freely released in years.

The general fund showed dues and initiation fees of \$86,683 and PGA championship net of \$20,184, and other income bringing the total to \$109,534. General expenses included \$31,565 for the Chicago office, \$14,702 for the annual meeting, \$3,000 for the executive committee, golf promotion (including junior promotion) \$4,538; a miscellaneous item of \$4,376; insurance fund, \$4,000; seniors' championship, \$4,000; and \$6,250 set aside for expenses of 1953 Ryder Cup matches in

England. General fund showed an excess of \$4,595 over expenses.

The tournament bureau fund, including \$30,200 as sponsors' fees and \$25,000 from the Athletic Institute showed income of \$5,455 over expenses. Dunedin operations, including \$25,553 as dues from PGA members and \$22,400 as green fees, showed a profit of \$8,588.

A surplus of \$13,635 over all expenses was reported for the year's operations.

Highlights of 1952 Plans

Plans for 1952 include publication of a golf instructor's manual, increasing pro instruction of junior and college and military groups and two new tournaments. One tournament proposed by the PGA's Tournament committee, but a very doubtful possibility, is a Champion of Champions affair bringing into competition winners of all events on the tournament circuit. Net of this championship would go to the PGA. The other event approved at the PGA convention is a team match between American PGA representatives and a Canadian team with the Canadians strengthening their side by naming players from British commonwealth nations as well as resident Canadian pros.

The prospect of a Yank team competing against a team that might include Bobby Locke, Norman Von Nida and a British

PGA'S NEW OFFICIALS

Pres., Horton Smith, Detroit (Mich.)
GC

Sec., Harry Moffitt, Heather Downs
CC, Toledo, O.

Treas., Harold Sargent, East Lake
CC, Atlanta, Ga.

VPs., Bill Hall, Atlanta, Ga.; Wally
Mund, St. Paul, Minn.; George Hall,
Long Beach, Calif.; and Leo O'Grady,
Buffalo, N. Y.

Committee Chairmen

Advisory — Bing Crosby

Athletic Institute — Tom Walsh

A. W. V. S. — Eddie Duino

Board of Control — Harry Moffitt

Board of Trustees — Tom Mahan

Bookkeeping System — Bill Hall

Boundaries — "Skip" Wogan

Caddie Welfare — Graham Ross

Education — George Lake and Eddie
Duino

Employment — Leo O'Grady

Finance — Harold Sargent

Junior Golf — George Lake

Magazine — Wally Mund

Manufacturers' Relations — Harry
Moffitt, with Al Houghton as Sub-
Committee Chairman

meeting — Harold Sargent and Harry
Moffitt, Co-Chairmen.

National Golf Club — Emil Beck and
Joe Donato

Pension Fund Planning — Wally
Mund and William Schuchart

Program for Annual Meeting —
George Calderwood

Relief Fund — Maurie O'Connor

Resolutions — George Calderwood

Ryder Cup Matches and Interna-
tional Matches — Joe Novak

Teaching — Harold Sargent

War Program — Joe Devany

Liaison with National Advisory Com-
mittee — Ed Dudley

PGA Representative on USGA Open
Championship Committee — Graham
Ross

PGA Championship — Members of
the Executive Committee and a Local
Sub-Committee at Louisville, consist-
ing of Jack Ryan, Chairman; Chester
Herl and Bill Kaiser

To investigate the need and, if neces-
sary, to devise the most logical and
effective method of increasing the an-
nual dues of members with a view to
bringing about the presentation of the
proper resolution at the 1952 annual

pro star along with the Canuck cousins struck sports writers covering the Chicago meeting of the PGA as adding an event that would rank even with the Ryder Cup competition. The U.S.-Canadian competition is to be sponsored by John Jay Hopkins, a former member of Bel Air at Los Angeles, where Joe Novak is pro, and now residing in Washington. D. C. Hopkins is pres., Electric Boat Corp. (submarine builders) and of Canadair, an aircraft manufacturing company of Montreal. Kenneth Murray, pres., PGA of Canada, who attended the Chicago meeting as an honorary vp of the PGA of America, cordially approved the idea for his pro colleagues.

Enlarge Advisory Committee

Hopkins was added to the PGA Advisory committee at the convention. Others taken on were Harry Radix, former pres., Chicago District GA, and donor of the Radix trophy which antedated the PGA's Vardon trophy for the year's tournament low-scoring average; Bob Stranahan of Toledo, Champion Spark Plug Co. pres., former Ohio senior champion and Frank's dad; Hugh Dean of Detroit, a top executive of General Motors; Hugh Radar, Detroit lumber magnate; Hord Hardin, St. Louis lawyer who has been active in

Western GA and in St. Louis golf promotion; B. H. Ridder of St. Paul, publisher of several strong newspapers and father of two fine young businessmen golfers, and Ed Sullivan, TV mc.

Bing Crosby was made chmn., PGA Advisory committee, with Bob Hudson as vice chmn., and George S. May, sec. Crosby was unable to attend the Chicago meeting.

Advisors Seek Tourney Answers

The Advisory committee recommended that tournament players aid sponsors by making specific commitments 60 days in advance of tournaments and come forth with definite plans for raising funds for Ryder Cup match and tournament bureau financing. The committee also proposed formation of a joint committee of manufacturers, PGA executives and Advisory committee members be formed to try to find some solution for the tournament troubles. Problems now are too many tournaments for the calendar, prospect of further crowding to make dates for proposed U.S.-Canadian matches and Champion of Champions event, sponsors and newspaper criticism of stars for non-appearance at tournaments, stars getting tired of year-around tournament grind,

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Herbicide Law. The regulations governing the sale and use of hormone type herbicides as well as counties exempt from the law were discussed.

Professor A. F. DeWerth, Head of the Department of Floriculture and Landscape Architecture at Texas A. & M. gave a discussion on the "Care and Management of Ornamentals". The physical soil requirements for shrubs as outlined by Professor DeWerth were markedly similar to those for a good putting green. The necessity of using the proper fertilizer, balanced according to the needs of the plant, was emphasized. The selection of adapted ornamentals is just as important in reducing maintenance costs as the selection of adapted turf grasses according to Professor DeWerth. He closed by saying that during periods of high temperature maintenance operations should be reduced to a minimum and that usually proper watering is all that is required.

Crabgrass Control Tests

Dr. J. R. Watson, Jr., in charge of turf research, reported the results of the National Coordinated Crabgrass Control Tests conducted by the Texas Agricultural Experiment Station, at Substation No. 22, Kirbyville, Texas. The results indicate that complete chemical control of crabgrass in turf is now a definite possibility, however, chemicals are not the ultimate answer to crabgrass control. The importance of proper management in the prevention of crabgrass infestation was stressed. W. E. Zimmerman, Turf Specialist with the American Cyanamid Company, covered the highlights of "What's New in Crabgrass Control". He also gave a thorough discussion on the control of weeds in seedbeds prior to the establishment of desirable turf.

During a question and answer period, many individual problems not covered by speakers were considered and possible solutions proposed by a panel of experts on turf management.

At the annual business meeting of the Texas Turf Association the following officers were elected for 1952. President, Dick King, Director Mt. Olivet Cemetery, Ft. Worth, Texas; Vice-President, Jim Jennings, Superintendent, River Oaks Country Club, Houston; Secretary-Treasurer, Bob Shelton, Director of City Parks, Tyler, Texas.

PGA MEET SERENE

(Continued from page 32)

turn-over in tournaments due to discouragement of previous sponsors, trend toward exhibitions and invitation tournaments among higher ranking clubs rather than tournaments.

Advisory committee also proposed that

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all tournament sponsors be invited to attend a one day tournament management conference to be held in conjunction with 1952 PGA meeting.

The session of manufacturers' representatives and PGA dealt with routine business practice.

Patty Berg, pres., Women's PGA, attended the first day's meeting of delegates. Patty spoke briefly on the women pros' European tour and expressed gratitude for men pros' aid in getting the Women's PGA well established.

Resolutions Approved

Resolution to provide basis for educational and relief trust funds was approved as was a resolution giving sections authority to set length of a season in their respective localities in order to define "one year of service" in PGA eligibility. The meeting also approved expanding field of tournament players allowed to vote on tournament matters and hold tournament committee office beyond present limit of those who play in 50% of a year's tournaments, or are one of a year's 25 leading money winners or have played on Ryder Cup teams. New regulations expand the tournament committee eligibles from about 55 to 100 and make eligible many former stars.

The convention passed a resolution making members' dues payments on the basis of the PGA fiscal year instead of the calendar year and raised dues of Class D members from \$15 to \$20. Class D members' expenses include \$13.06 for insurance, \$1.50 for magazine subscription and \$5 for the PGA National Golf Club.

Delegates also passed a resolution requesting the city of Dunedin to share in PGA course operating expenses as the course had become a substantial civic asset.

Caywood New "Supervisor"

The Tournament committee, with approval of the Executive committee, hired Frank Caywood of Kansas City, Mo. to succeed Howard Capps as Tournament Supervisor. Caywood, 31, and unmarried, comes from the insurance business. He has been prominent in Junior Chamber of Commerce affairs and took a leading part in managing the Jaycee-sponsored Kansas City 1950 and 1951 Opens,

The tournament matters handled at the convention also included release of a statement PGA officials got by telephone from Richard Tufts of Pinehurst, Inc., in which Tufts reaffirmed friendly relations with PGA and expressed gratification with the Ryder Cup matches. He gave everybody a nice out on the "regrettable" incidents of the North and South tournament. Tufts had sent the PGA a check for \$24,900 as the Ryder Cup gate. There's

nothing "regrettable" about \$24,900 coming into the PGA kitty.

PGA also announced that deal for its 1952 championship at Big Springs CC, Louisville, Ky., June 18-24 assured the association a minimum of \$25,000.

Business Experts Speak

The educational session on the concluding day of the convention was opened by John Paul Jones of George S. May Co. who spoke on merchandising policies for the pro. He said closer inventory control would protect pros against over-buying. He counseled against cutting prices, suggesting it would be better to throw in headcovers or some other premium rather than reduce prices on clubs as it is hard to stop price reducing once it's started with members.

Ewing Stumm of National Cash Register in his talk advised cutting prices on stock that didn't move rather than keeping the investment frozen. Stumm suggested that giving employees a bonus for moving goods often sold the slow stuff faster than cutting prices. He reminded pros that often in retailing 65% of the customer's dollar represents the cost of the merchandise, 25% to 30% is expenses and 5% to 10% is all that belongs to the merchant as profit.

He mentioned as factors accounting for slow turn-over of stock over-buying, prices out of line, lack of selling effort, poor selection of merchandise, wrong sizes and styles. Stumm also advised that pros pay more attention to preventing theft and neglect to charge tickets, and to increasing their inventory turnover, impressing upon them that every time they turned over stock they made a profit on their investment.

"High Standard of Behavior"

B. H. Ridder, new member of PGA Advisory committee, said that private and public course players always expect a high standard of behavior of pros and are seldom disappointed. He referred to the increase in junior golf as another development making it essential that the pro be the highest type of gentleman sportsman, pro or amateur. Ridder, veteran golfer and newspaper publisher, deplored the tournament sour publicity as an unfortunate result of neglect of the amenities which the representative pros observe in their personal relationships.

Totton P. Heflefinger, who'll be the next pres. of USGA, spoke on mutual responsibilities of the USGA and PGA to golfers and golf clubs. Joe Dey, executive sec., USGA gave an instructive talk on the new rules and changes from the previous code. Joe said the new rules, agreed upon by the USGA, R&A, Royal Canadian and Royal Australian probably would remain in effect for many years. He urged that all pros study the rules carefully,

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making a habit of carefully reading and considering at least one a day until they not only understand the letter of each rule but the reason for it.

The revised book now is available from the USGA, 40 E. 38th st., New York 16, N. Y. at 25 cents a copy. The USGA also makes available at moderate cost rule books with club name on the covers.

Golf Promotion Teamwork Scores

Herb Graffis followed up reports of the PGA Education committee headed by Eddie Duino, the Junior Promotion committee headed by George Lake and the War Services committee headed by Joe DeVaney, with a report on the year's work of the National Golf Foundation. Among the recent cooperative jobs of the Foundation and the PGA is a new book "Planning the Professional's Shop," giving details of design, construction and equipping of the pro shop that satisfactorily serves players and makes a profit for the pro. The book, which was warmly approved by professionals at the convention, may be obtained from National Golf Foundation, 407 S. Dearborn st., Chicago 5, Ill.

Graffis outlined the close cooperation between the PGA pros and the Foundation in junior and school promotion. Lake had

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previously reported that PGA pros had recorded 36,518 junior pupils had received instruction through the PGA Junior promotion program in 1951.

Shortage of golf facilities is an urgent problem on which the Foundation is working. The Foundation is increasing its staff and promotion work to get more courses and practice ranges built. Considerable work was done past year on military and corporation employee course planning.

Vivid evidence of the highly effective tie-up between the U. S. Junior Chamber of Commerce, PGA pros and the National Golf Foundation was shown in the new Jaycee film "The Boy Next Door", telling the story of the world's biggest golf championship, the Jaycee national junior championship, with 20,000 entries, and having its 1951 finale at Durham, N. C. The film was produced by Picture House of Chicago, under Jaycee and National Golf Foundation sponsorship. It is 16 mm, color and sound, and runs 22 minutes. Primary distribution is through the 2000 Jaycee chapters but prints are being made available to golf clubs, civic groups and PGA sections. No rental charge is made for the film. Inquiries should be addressed to Sports Director, U. S. Junior Chamber of Commerce, 209 S. State St., Chicago, Ill.



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