

AT ANNUAL MEETING

PGA Plans Busiest Program for 1956

This will be the busiest year a PGA Executive committee ever has had.

The year also is certain to be one of the most testing a PGA administration has experienced. Delegates at the association's 39th annual meeting approved, on a general basis, proposals the Executive committee will have to work out in detail. Several of these measures are particularly complicated and delicate.

The meeting, held at Ritz-Carlton hotel, Atlantic City, N. J., Dec. 3-9, had an energetic character and large teaching conference attendance that amply justified the forecasts made by Henry Poe, pres., Philadelphia section, PGA, and Leo Fraser, pres., Atlantic City (N.J.) CC in bidding for the meeting.

Harry Moffitt was re-elected president; Harold Sargent, sec.; and Wally Mund, treas., as top men of an administration which will have in addition to the normal PGA responsibilities it has handled ably:

1. Move of PGA headquarters from Chicago to Dunedin, Fla.
2. Licensing manufacturers and distributors to use PGA emblem.
3. Conducting National Golf Day, minus co-sponsorship of Life Magazine.
4. Establishing a winter school for pros and assistants at Dunedin.

Three new vice presidents were elected: Al Houghton of Prince Georges G&CC, Landover, Md.; U. C. Ferguson, jr., Lincoln Park GC, Oklahoma City, Okla.; and Lou Strong, Tam o' Shanter CC, Niles, Ill.

Fred Hawkins was named chmn., Tournament committee. Doug Ford and Bob Toski were appointed to that committee. Ford and Toski were absent from the Atlantic City session. No action was taken on many applications from candidates for the job as director of the Tournament Bureau. The one who will be appointed to this \$20,000 a year post is to relieve non-paid Tournament committee members of detail work.

Members, Finances Strong

The PGA is in stronger membership position than ever before, with 2668 Class A members and 3598 over-all membership. The association's financial statement for the fiscal year ending Sept. 30, 1955, showed general income of \$39,132 in excess of general expenses. The Tournament Bureau was about \$5000 in the red. The magazine made about \$4000 profit, and the PGA National Golf Club at Dunedin showed an operating profit of \$13,000. These operations reflect considerable credit on Tom Crane, executive sec.; Bill Rach, editor; and Leo O'Grady, gen. mgr. of the PGA National course at Dunedin, and their staffs in carrying out the economy policies of the Moffitt administration and maintaining a high standard of operation.

Problems of economical and effective tournament management obviously continue to baffle the association. The PGA championship is conducted with a profit of \$12,000 to the association, according to

the PGA condensed financial statement, and has been profitable to sponsors in recent years.

The contrast between the PGA's own tournament figures and the over-all financial picture of PGA tournament operations is again being studied. Some general progress is evident in the pleasant fact that the 1955 PGA annual meeting was the first one for years that was not marked by explosive news concerning a tournament situation.

Review Long Beach Bid

Among other decisions the PGA officials will have to make this year is ruling on the invitation of Long Beach, Calif., for the 1956 national meeting. With the PGA championship in Boston this year and PGA national headquarters being moved to Dunedin, Fla., western members of the association advanced the Pacific Coast meeting proposal.

It is hoped that the move of headquarters from Chicago to Dunedin will result in a substantial saving of money now required for main office operation, an expense shared by several phases of PGA operations.

No official statement has been made about specific plans, if any, to license use of the PGA insignia. The subject has been classified pretty much as hush-hush for more than a year.

Legal phases of licensing the PGA insignia have been handled by the Washington law firm of Arnold, Fortas and Porter. Jack Moore, formerly prominent in fruit juice distribution, has proposed a program for merchandising the PGA trademark.

How the PGA trademark licensing proposal would affect PGA members' individual sales revenue, the pros' marketing position or customer relations are queries to which no official answers have been volunteered. Statements of some sectional PGA officers is to the effect that the income of the proposed arrangement would go entirely to the PGA benevolent, welfare and education funds but national PGA officials declare no details or budgets involving licensing deals have been set forth or approved.

Golf Day Now PGA Job

National Golf Day will be conducted entirely by the PGA, effective with National Golf Day, 1956. The event will be conducted along the same general lines as in the past with two primary alterations:

(1) Golf activities exclusively will be beneficiaries of Golf Day, instead of split-

ting 50-50 with the USO as in 1952, 1953 and 1954, and have the Red Cross as 40 per cent receiver of Golf Day revenue in 1955.

(2) Advertising and promotion naturally won't be on the tremendous basis as when Life was handling it as a co-sponsor.

Foresees Financial Help

Pres. Moffitt and his colleagues are confident the efforts of pros and their amateur friends will produce highly satisfactory results from Golf Day this year and a continuance of the financial help of this nationwide event.

Emil Beck and Irvin Schloss, who have run a highly valuable program of winter weekly pro business conferences at Dunedin as one of the activities of the PGA Education committee, were authorized at the annual meeting to proceed with plans for a winter school for pros and assistants.

Other matters handled at the PGA's crowded annual session concerned group insurance, the Seniors' week program at Dunedin, exhibit arrangements at Dunedin, and a possible review of policy concerning golf activities at military installations and veterans' hospitals.

Gordon Gets Award

Leo Fraser was host to a cocktail party and dinner at the Atlantic City CC, Dec. 4, and was toastmaster at the annual President's dinner. The dynamic Fraser turned in championship performances at both events. Numerous awards were made at the President's dinner, including the award of the Bob Harlow memorial trophy to Bill Gordon as Golf Professional of the year.

Wayne Pepper, president of Harry Moffitt's club, Heather Downs, was among the notables at the President's dinner, as was Harrington Harlow, one of Bob's sons.

The PGA's 31st section, Florida, made its national meeting debut at Atlantic City. The new section, formed from part of the Southeastern section, had Denny Champagne and Lou Bateman as delegates.

Turf Courses Scheduled at Rutgers and Baltimore

The one-week course in turf management, originally scheduled for late January at Rutgers University, New Brunswick, N. J., has been pushed back to Feb. 13-17 so there will be no conflict with the Baltimore Turfgrass Conference which will be held Jan. 17-18 in the Lord Baltimore Hotel, Baltimore, Md.