

## Charles F. Robbins, Spalding Chief, Dies in New Haven

Charles F. Robbins, 70, chmn., board of directors of A. G. Spalding & Bros., Inc. and president of Spalding from 1933 until being elected board chairman in July, 1952, died Sept. 8 in the Grace-New Haven hospital.

He resided at Llewellyn Park, N. J. He



Charles F. Robbins

was on a vacation at Cape Cod when he was stricken, then taken to New Haven. He had been in failing health for several months and after undergoing a major surgical operation came back into limited action until shortly before his death.

Mr. Robbins was born in Indianapolis, July 6, 1886. He graduated from Yale in 1907. After mining and brokerage work he joined Spalding in 1915. He came up as credit manager, store manager, and asst. treasurer and vp before being elected to the presidency.

He also was a director of the Massachusetts Mutual Life Insurance Co. and the National Blank Book Co.

He was married to Elizabeth Brown in 1919. Surviving are the widow; three sons, Charles F., jr., William B. and Walter S. and six grandchildren.

He was a member of the Yale Club of

New York, the Rock Springs GC, the Orange Lawn Tennis Club and a vp and director of the YMCA of the Oranges and Maplewood to which gifts in his memory were sent by his family's request.

### Moved Up in Depression

Charley Robbins came into Spalding's top management when the depression had sports goods business in general suffering and Spalding not immune to the woes. When he eased up in 1952 to travel with Mrs. Robbins and otherwise enjoy himself free from the daily schedule of business he could relax in the satisfaction of having brought his company from the low of a nation-wide slump to high, strong condition.

Charley Robbins was warmly regarded by men in the sports goods business as a successful, honorable businessman, a sincere friend and vigorous and keen promotion factor. Especially in the golf field did his contemporaries rate him as a man of valuable foresight and wholehearted co-operation.

He crystallized the golf club and ball manufacturers' discussions about the policy-making which led to the National Golf Foundation making its primary effort the promotion of new courses, a program which has been notably productive.

### Sponsors Split With PGA in Hassle About Money

Sponsors of a number of the older "fixtures" on the PGA Tournament circuit and the PGA Tournament Bureau have parted company.

The 16-year-old Palm Beach Round Robin tournament which has cost its sponsors in excess of \$1,000,000, yielded about \$600,000 to New York suburban hospitals and paid approximately \$30,000 to the PGA welfare and educational and Tournament Bureau funds, has been cancelled by mutual consent of the Tournament Bureau and Palm Beach because the tournament group disapproved of the limitation of the Round Robin field.

Jay Hebert and Dow Finsterwald, representing the tournament players, announced that the Palm Beach event was off the 1958 calendar because its field was restricted almost at the same time J. Edwin Carter, Tournament Bureau mgr. for the PGA, issued a press release telling of an agreement with George S. May to limit the May World's Championship field.

Carter announced that May had decided to allow the PGA to retain entry fees to May's All-American in lieu of a service fee. The All American fees "last year" according to the PGA release "exceeded \$9000 for men professionals only."

George S. May, in his 'Tam o' Shanter' bulletin said that due to cutting out complimentary tickets and making the gate strictly cash the 1957 gate for his All-American and World's championships were \$42,000 above 1956.

The PGA Tournament committee claims "with an average of 200 entries per tournament that means the players leave about \$40,000 in each community they visit."

#### \$2 Million Investment

The sponsors of the 24 major tournaments forming the International Golf Sponsors' Assn. state in their communique "the combined annual investment of major golf tournament sponsors in our events is now more than \$2 million (each year's prize money alone approximates \$900,000); the sponsors take all the financial risk in this regard so isn't it natural that the sponsors want a voice in running the tournament business?"

The sponsors have declared that the tournaments often are conducted at a considerable loss, even with a great deal of work contributed, and the loss is charged up to advertising. Just what the net figures are exactly on tournaments there is no telling. The PGA championship itself has lost money the past two years.

The invitation tournament policy, whether the Tournament bureau is against limiting fields by invitation as in the case of the Palm Beach tournament or for it as in the case of the May tournament, will be appraised in a most interesting manner if the Tournament Bureau tells the sponsors of the Masters' tournament how the Bureau wants the event conducted.

The controversies between the PGA Tour-

#### National Golf Foundation Total Membership Hits 70

Seven companies joined National Golf Foundation during September, bringing total membership to 70, reports Henry Cowen, pres., The MacGregor Co., and membership committee chmn.

New members are Taylor Brothers, Johnson City, N. Y.; Fawick Flexi-Grip Co., Akron, O.; Hinson Manufacturing Co., Waterloo, Ia.; Hilts-Willard Glove Corp., Gloversville, N. Y.; Sports Apparel, Inc., Woonsocket, R. I.; Jim Noonan Co., Peoria Heights, Ill.; and Crescent Plastics, Inc., Evansville, Ind. Seventeen companies have joined the Foundation since the start of the membership campaign, June 1, and several others are considering enrolling in the promotional organization.

Complete information on Foundation membership can be obtained from Cowen or the National Golf Foundation, 407 S. Dearborn St., Chicago 5.

#### Play Long Beach Open During PGA Convention Week

In conjunction with the national PGA convention, to be held in Long Beach, Calif., Nov. 7-15, the first Long Beach Open will be played Nov. 8-10. The \$10,000 tournament will be played over 54 holes. Prize money will be divided among 20 places with \$2,000 going to the winner. Preceding the Long Beach Open, tournaments will be held in San Diego and Hesperia.

ament bureau and sponsors is somewhat confusing except in the plain fact of the Tournament Bureau having an understandable and primary urge to solve its budget problem.

#### DeMet Sees Golf Boom in Wake of TV Series

Judging by the great interest created in bowling through several TV series, Peter DeMet, producer of the All Star Golf show which goes on the air on the ABC-TV network every Saturday afternoon at 4 p.m., predicts that sale of golf equipment and sportswear will boom as a result of the series. DeMet estimates that more than 20 million people will watch the Saturday afternoon feature which will continue for 26 weeks. Sponsors are Miller Brewing Co. of Milwaukee and the Wildroot Co.

DeMet recently pointed out that his show, Championship Bowling, first shown in 1953, sparked a terrific interest in the sport that led to millions of persons taking up the game. He feels that TV golf may have an even greater impact.

Twenty of the country's leading pros, including Dick Mayer, the Open champion, are taking part in the first tournament played exclusively for TV audiences. The full 18 holes of each match will be shown stroke by stroke with the walking and waiting between shots eliminated. DeMet is offering \$80,000 in prizes while an additional bonus of \$10,000 will be given the player who shoots a hole-in-one.

#### Russell in PGA Post

Bob Russell, Chicago Daily News sports writer, has been named director of public relations and editor of the PGA magazine. Russell succeeds Bill Rach. Russell will assume his new position at the PGA national headquarters in Dunedin, Fla. Nov. 1.