

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.