

## Souder Elected President of Western Golf Association

William F. (Fritz) Souder, Jr., Chicago insurance executive, was elected president of the Western Golf Assn. at the 63rd annual meeting of the organization, held in Golf, Ill., early in December. He was named to succeed James M. Royer, under whose two-year administration, WGA made record contributions to the game. Vps of Western Golf are Norman G. Copland, Cameron Eddy and James L. Gardard, all of the Chicago dist., Frederic H. Corrigan, Minneapolis, and George H. Webb of Detroit. Clifford Domin, Chicago, is treasurer, and Thomas V. King, Chicago, secretary. Adelor J. Petit, Jr., also of Chicago, was re-elected general counsel at the WGA meeting.



Souder

Under Souder's leadership, WGA will hold its Open at Medinah (Ill.) CC, embarking on a new plan of staging the historic event in the Chicago area each year. WGA also will sponsor the Western Amateur and Western Junior and continue to run the famed Evans caddie scholarship fund which, at present, is making it possible for more than 400 boys to attend college.

Souder is a native of Charlottesville, Va., and a graduate of the U. of Virginia. Until 1956 he was in the insurance business in Indianapolis, moving to Chicago when his firm was merged with Marsh & McLennan, Inc. He is a director of the Evanston (Ill.) Hospital and Chicago chapter of the American Red Cross and is a member of three country clubs. He is the 36th man to hold the presidency of the 63-year-old WGA.

### California GA Officers

Officers of the California GA for 1962 are: Thomas C. McMahon, Los Angeles, pres.; William V. Power, Menlo Park, 1st vp; Leonard T. Mendelsohn, L. A., 2nd vp; Zebulon P. Owings, Santa Barbara, sec.-treas. Directors are C. H. Laws, San Marino; Horace Guittard and George Gnau, San Francisco; Julie Bescos, Long Beach; Edward S. Vest, Kentfield; F. A. Watson, Richmond; and S. F. B. Morse, Pebble Beach.

## Three PGA Business Schools to be Held in Jan.-Feb.

Five well known faculty members and ten guest speakers are on the instruction roster for the PGA business school that will be held at the Adolphus Hotel in Dallas, Feb. 27-Mar. 2. The Texas school is an added starter in the PGA's higher education program.

The original business school, held in Clearwater, Fla., for the last five years, again will be conducted at the Ft. Harrison Hotel there from Jan. 22 through the 26th. Last year a total of 271 students, including pros and assistants, attended the Clearwater school.

The PGA's West Coast business school, which has been operated for two years, will be held from Feb. 13-16, according to Max McMurry, chairman.

Apprentice pros earn credits toward full membership in the PGA by attending a business school. All are sponsored by the education committee of the professional organization which is under the direction of Don Fischesser.

### Must Have Section Approval

Applications for enrollment in the Dallas school must be received by the PGA, PO Box 277, Dunedin, Fla., not later than Jan. 25. Each applicant must be currently working in the golf business and be approved by his local section.

The regular faculty, headed by George Aulbach, school dir., includes Emil Beck, William Hardy, John Budd and Horton Smith.

Guest speakers will be Henry L. Leopold, Display Creations, Inc., Detroit; E. B. Rankin of the Ben Hogan Co.; George Dawson of A. G. Spalding & Bros., Inc.; Robert A. Eaton, Charles A. Eaton Co.; John Henry, supt. of Brook Hollow GC, Dallas; and the following Texas PGA members: Dick Forester, Ross Collins, Earl Stewart, Lafayette Franks and Byron Nelson.

Morning, afternoon and evening classes will cover such things as teaching methods, shop management, merchandising, displays, taxes and bookkeeping and manufacturers' relations.

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Buyers' Service—P. 111

Classified Ads—P. 109

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