



Carl J. Benkert

... plugs the Foundation.

Delegates Get Some Enlightenment Upon Attending PGA Meeting

**Home Building Plan, Title Problems, Palm Beach Budget
Explained as "Communications" Are Resumed**

By **HERB GRAFFIS**

Top attendance at the morning half of the day's educational program of the PGA's 46th annual meeting, held in West Palm Beach, Fla., in November, was 73. Of this small gathering, 18 were manufacturers or salesmen of golf goods. Nine attending had miscellaneous associations with the golf business.

Overall cost of the slim meeting again indicated that this part of the PGA's annual meeting is due for revision. Don E. Fischesser, pro at Evansville (Ind.) CC and chairman of the education committee of the pro group, had arranged a program to show how opportunity is knocking loud

and urgently for the professional who is soundly educated in the business of golf.

Carl J. Benkert, vp of Hillerich & Bradbury Co. and president of the National Golf Foundation, told of vast growth of golf business and the expansion of pro earning opportunities, part of them developed by the Foundation's work.

Horton Smith, pro at Detroit GC and an ex-president of the PGA, described the operations and results of the pro business schools. Smith credited Emil Beck, pro at Black River CC, Port Huron, Mich., with invaluable foresight in the planning and direction of the educational activity which has grown from a single



Olin Dutra



Arnold Palmer



Tom LoPresti



Lou Strong



E. J. (Dutch) Harrison

Olin and Dutch were inducted into the Hall of Fame; Palmer and LoPresti received playing and home pro awards; and Strong was re-elected president of the PGA.

school, held in Clearwater, Fla., five years ago, to the week-long schools that are now conducted in Clearwater, Dallas and Portland, Ore.

Les Giblin, a member of Ridgewood (N.J.) CC, and a noted sales training expert, gave an educational and entertaining talk on selling and human relations. Giblin is the star of the sales meeting pepper-uppers. He suggested many tactful answers for pros who find themselves in delicate situations with members.

Tell About Palm Beach Gardens

Jerome V. Kelley outlined the lot buying and home building deals for PGA members at Palm Beach Gardens, John MacArthur's new community, where the pro organization is to have its courses, office building and clubhouse. During the president's dinner, MacArthur said he planned to sell enough property to warrant the expense of building the courses for the PGA and alluded to the difficulty in getting title cleared on some of the property. Other than this no further information on the PGA courses and clubhouse project was released during the annual meeting.

A budget of the PGA's Palm Beach Gardens project was given to delegates in acknowledgment of members' requests to be told what is going on. Visits of delegates and others to the site of the new courses showed construction work at a stage which indicates that the architect, Dick Wilson, has designed a pair of masterpieces.

What puzzled the visitors, though, is why there was a delay in telling PGA

members the courses wouldn't be in play this winter. There was some doubt that the courses and clubhouse would be ready for the 1963-64 winter. But the errors of omission and commission in the Palm Beach Gardens deal may be in the past. Candid PGA officials admit that failure to acquaint members with the planning, financing and progress of the move to Palm Beach Gardens was due to the complete trust of several pros in Santa Claus. PGA officials privately lament that mishandling of the project blew a wonderful chance for the organization to establish itself as a paragon for those who plan golf courses and otherwise figure in the financial operations of golf business.

Delegates figured that PGA officials were educated the hard way to the importance of "communications" with members, the golfing public and press. Secrecy of the Palm Beach Gardens arrangements didn't turn out to be good policy.

Carl Benkert's talk on the National Golf Foundation was sharpened with the visual aid of slides prepared by Rex Morris, executive vp of the National Golf Foundation. Benkert told how the economic crash of the early '30s slashed the golf goods market to \$10,235,000 (manufacturers' prices) and to a little more than 5,200 courses in 1935. In 1962 pro shop business alone exceeded \$80,000,000 and there were nearly 7,100 courses.

Joe and Herb Graffis, publishers of GOLFDOM and GOLFING, Benkert said, interested golf equipment manu-
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Delegates Are Enlightened

(Continued from page 22)

facturers and the PGA in organizing the National Golf Foundation as a promotion and service bureau for golf after their publications had carried on market development work earlier. In 1936 a promotion budget of \$12,000 was made available by the manufacturers and the PGA, with the PGA providing \$2,500. Additional expenses were assumed by GOLFDOM and GOLFING.

In 1939 the late Glenn Morris became the first director of the Foundation. Special emphasis was placed on getting more people to play golf. Then, with the energetic participation of professionals in the promotion of more play, a shortage of courses developed. This called for more emphasis on the building of courses in the Foundation's policy. Today, development of players continues to run well ahead of the supply of conventional and Par 3 courses, Benkert pointed out. In the past year, 381 new courses were built and 65 courses were extended.

Describes Foundation Operation

Benkert described the operations of the Foundation's headquarters and field staff of Bill Sherman, Harry Eckhoff and Roy Holland which works under the direction of Rex McMorris. The latter also spends considerable time in the field on course and club building projects, in college and high school golf development programs, and in extending the Foundation's publicity activity.

The latest undertaking in the Foundation's steadily expanding program is a series of golf instruction films designed especially for college and high school students. Don Fischesser, Irv Schloss and Johnny Vasco of the PGA educational committee worked with McMorris and Dallas Jones Co. in planning and producing the pictures.

Benkert also referred to the Foundation's role of making known the availability of federal and other funds for construction of courses and in promoting general publicity for golf. All of the Foundation's work, he said, adds up to increasing the job and earning possibilities for professionals.

Benkert concluded his remarks by saying that the most significant development in the entire recreation picture in the last two or three years is that golf has continued to expand while the bloom has

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THE GORDONS

rubbed off in such participation sports as bowling and boating. The sale of golf equipment and apparel now accounts for more than half of the volume reported to the Athletic Goods Manufacturers' Association.

PGA Schools Graduate 1521

Don Fischesser, in introducing Horton Smith for a presentation of the PGA business schools' report, said that since the first of these schools was established in Clearwater in 1957 the courses have graduated 1521 students.

The growth of the schools has made it necessary to restrict admission to those serving as assistants to PGA pros, to young men sponsored by PGA members, or to PGA members who are full fledged pros, Smith said.

Curriculum at all PGA business schools is the same and is enlarged yearly as conditions dictate. The next subject probably will be the economics of golf business, showing what the pro's position is in relation to private club,, daily fee and public course operation, and manufacturers.

Assistant Schooling Pays

The name of the school was changed from the original "Assistants' School" to "Business School" as numerous ex-

perienced professionals began attending the class sessions to be brought up to date on new developments in their field and to contribute to the program. Veteran professionals have accounted for most of the attendance at the schools by sending their assistants to it. Smith is one of those who has paid expenses of an assistant at the school. He said that it is an investment that has paid him large dividends.

Uses Only Small Part

National Golf Day revenue, one of the PGA's fine public relations jobs, helps pay the cost of conducting the business schools. The PGA takes only a small percentage of income from National Golf Day which it sponsors, however.

This winter, Emil Beck again will direct the school at the Jack Tar-Harrison hotel, Clearwater, where Bill Hardy, George Aulbach, John Budd, Horton Smith, Eddie Duino, the late Willie Ogg and others established the program. Ross Collins will direct the school at the Statler-Hilton in Dallas, and Gene Mason at the Multnomah hotel at Portland, Ore. Bill Junker of the Fawick Flexi-Grip Co., is host at the graduating class dinners of the schools.