

happiest exhibit of the business genius of John MacArthur, president of Bankers Life and Casualty Co., richest of four gifted brothers . . . A smart publicity program could have had the Palm Beach Gardens-PGA combine selling lots of lots by now even though the Florida real estate situation is lagging.

A bad part of the affair for PGA members is that it explodes as an unbusiness-like mess when a number of the more successfully operated clubs are making use of pro business talent in directing club operation . . . Pro golf needs the Palm Beach Gardens mix-up corrected.

Recently there has been given to PGA officials a recommendation by a business engineering firm, which also is an employment agency, that the pro group employ a sort of boss like pro baseball and pro football have . . . Considering the differences in employment conditions between pro golfers and baseball and football players, this is a recommendation to be given a second look.

We remember when Albert Gates, a former president of the Western Golf Assn. and a highly successful corporation lawyer, was hired by the PGA as a "commissioner" on the order of baseball's Kenesaw M. Landis . . . That was around 1929 . . . The late Alex Pirie was PGA president then . . . The Gates arrangement didn't work out . . . Everybody



If you're a little weary of damnyankee weather at this stage of the game, here's a scene that may cheer you up for a moment, at least. It's of the back nine at DeAnza Desert CC in Borrego Springs, Calif. George Kuhrt is in the foreground. Seen with him are Mr. and Mrs. A. A. Burnand. Don't lose heart. Spring will come to places like Ishpeming, Mich., within the next six months.

was happy, though . . . The PGA, with a ball income deal that was worked out by shrewd Scotch-American pros, was in a comparatively better financial position than it's been since . . . Gates got his money but nobody took his advice.

The late George Sargent, who was PGA president from 1921 to 1926, laughingly told me why the Gates deal didn't work out: . . . "We seem to have to boss somebody like members boss the pros," he said. . . . "It will take us some time before we can treat a commissioner differently than we treat a caddie."

That recollection doesn't need to embarrass professionals . . . The USGA then had Thomas J. McMahon as executive secretary . . . Tom, as I recall, had been in the Senate press gallery at Washington in some sort of a management capacity and did nicely working with and for Senators and Washington correspondents, but he didn't have the smoothest time in the world with USGA officials who were paying him to be an executive caddie . . . The USGA didn't always have good press or public relations then because Tom wasn't permitted to do the job he knew how to do and ostensibly was hired to do . . . Then, when old age and wear and tear retired Tom, Joe Dey was hired . . . Joe was picked by executives who knew that business success results from the "Organize, Deputize, Supervise" formula.

PGA Winter Tournaments

- Feb. 13-16-Tucson Open, 49'ers CC \$30,000
- 13-16-Maracaibo Open, Maracaibo (Ven.) CC \$10,000
- 20-23-Caracas Open, Valle Arriba \$11,000
- Feb. 27-Mar. 1-Greater New Orleans Open, Lakewood CC \$50,000
- 27-Mar. 1-Los Lagartos International, Bogota, Col. \$11,000
- Mar. 5-8-Pensacola Open, Pensacola, Fla. \$30,000
- 5-8-Puerto Rico Open, Dorado Hilton Hotel & CC \$9,000
- 12-15-St. Petersburg Open, Lakewood CC \$25,000
- 19-22-Doral Open, Doral CC, Miami \$50,000
- 26-29-Azalea Open, Cape Fear CC, Wilmington, N.C. \$20,000
- Apr. 2-5-Greater Greensboro (N. C.) Open, Sedgelyield CC \$35,000
- 9-12-Masters, Augusta National \$20,000 (minimum)