

Warren Cantrell Heads PGA . . . Delegates Get Some Details on Palm Beach Venture . . . Make Rules Pact with USGA . . . Home Pros Frown on 16-Club Set

New President Has Job of Improving Member and Public Relations

Warren Cantrell is the new president of the Professional Golfers' Association of America.

At the pro organization's 47th annual meeting, held the first week in December in Palm Beach, Fla., the modest Texan got an important, unpaid job that nobody envies.

While pro thinking and talking of the past two years were reaching a climax in Cantrell's election, PGA delegates were doing their conscientious best for section members who had appointed them to take an accurate look at how the PGA is getting along with its growing pains.

The PGA's 1963 meeting didn't reach the high level of earlier years when officials and delegates bluntly and openly engaged in discussions for the good of golf, its professionals and amateurs. It did not win the ears, hearts and minds of the press as it did one time at an annual meeting when Jack Mackie, as treasurer, diplomatically forgave another professional who admitted, after heated argument, that Jack was right in his cautious treatment of PGA funds. This occurred back in the days when the PGA's annual meetings got fairly big space in newspaper sports sections and club members cheerfully turned over the business of golf to the pros.

Moment of Truth

However, self-appraisal and the growing-up of the PGA as representative of golf's businessmen did get near enough to the moment of truth to prompt one newly elected PGA official to say, "I am for letting everybody know everything about what the PGA is doing, except those things we absolutely have to keep quiet." Whereupon one of the holdover vice presidents remarked, "I haven't seen anything

yet that we've got to keep quiet."

Cantrell was elected by the delegates, 52-34, over Wally Mund, veteran national and sectional PGA official, who served the association as its secretary under the last term of Lou Strong. The latter retired after three terms as president.

Cantrell, pro at Meadowbrook CC, Lubbock, Tex., a veteran sectional and national PGA official, a golf course architect, builder and operator, came into professional golf from engineering work. He is faced with the task of learning what the score is on the new PGA office building, clubhouse and two golf courses at Palm Beach Gardens, and of informing members of the construction and operation budgets at the new location and other details.

Promises Information

In closed door sessions and informally during the annual meeting, delegates made it plain that Cantrell's plan of a revolutionary improvement in the PGA publicity policy is expected to considerably strengthen the organization. The association, in Bob Russell and John Hubbard, has two excellent publicity men, Russell being especially experienced and widely known among newspapermen. PGA publicity men have been handicapped in somewhat the same manner as a professional would be if a high handicap amateur stood by on the lesson tee and told him what and how to teach.

Other handicaps under which PGA publicity has been conducted were discussed during the gathering at Palm Beach. One handicap is that the PGA, a major sports organization, for some years has had its headquarters located as part of a winter resort real estate promotion gimmick, far distant from the main sports publicity

channels. Another major handicap is that while 97 per cent of professionals' business volume is done by club pros and the remaining 3 per cent represents national and sectional tournament prize and TV money, the publicity division operates inversely by giving little attention to the club pros whose interests need expert publicity aid.

It has even been said that PGA publicity had become political to the degree that constructive criticism not only was smothered but deemed treasonable.

No Malice Apparent

Somewhat to the amazement of delegates and others at and around the rim of the PGA's annual meeting, the controversies and questioning were without rancorous overtones. Regardless of inability to learn what the situation was regarding the Palm Beach Gardens PGA Setup, anybody knowing anything about the PGA realized that Lou Strong had given more to the PGA of his personal effort and money than should be expected of any individual. Strong, a very competent professional, lost pro jobs at Tam o' Shanter in the Chicago district and at Oak Hill in Rochester, N.Y., because he gave too much time to his unpaid PGA job. Wally Mund for years has been a PGA workhorse, doing onerous jobs of value to all professionals. But all this brought the veteran pro of St. Paul's Midland Hills CC no money and only fleeting flashes in the spotlight.

Strong now is professional and managing director of the new Palm Beach Gardens clubhouse and courses. The East course was in play during the annual meeting. Early in December there was a lot of fast work to be done in getting the clubhouse finished, equipment in place, clubhouse grounds cleaned up and the courses in finished condition for the home pro invasion this month.

Strong's new job is on a month-to-month basis at present. There were no other qualified applicants for the task.

Considering that other clubs in the south Florida area have been losing plenty of money in their short season operations, and that the PGA's clubhouse operating experience with the lunch counter and bar at Dunedin was nothing to cheer about, Strong needs the fullest and smartest cooperation of fellow pros. He will get that from the Cantrell administration which realizes it is sharply challenged in inheriting many complex problems. If it can solve these in a way that demon-



One of the last pictures taken of the late Horton Smith was snapped by Photographer Bill Mark at the Ryder Cup Victory Dinner. Horton is seen with Mr. and Mrs. Tony Lema. Horton suffered from Hodgkins disease, collapsed at the Ryder Cup matches in Atlanta, and died shortly after returning to his home in Detroit. He was a past president of the PGA, one of the pro circuit's leading players in the '30s and a winner of two early Masters tournaments.

strates the capacity of pro business management to convert headaches into money it will advance, tremendously, the pro's case for taking a leading role in club business operation.

The PGA "Secrets"

After delegates and others looked at the Palm Beach Gardens PGA layout, they wondered why there was need for keeping the details a secret. The contrast between the PGA's failure to give out information on the status of its new location and the bales of detailed information supplied by the USGA when it was planning and in financing Golf House, and the Western Golf Assn. when it was building its headquarters at Golf, Ill., confused professionals, among them members of the PGA executive committee. The confusion was compounded when announcement was made more than a year ago that the Palm Beach Gardens setup would be ready for the Senior's tournament early in 1963. That was a serious error of optimism.

A PGA vice president admitted at Palm Beach: "Members weren't told the status of the deal at Palm Beach Gardens not because there was anything to hide, but because nobody knew exactly what it was. The guesses at budgets were unrealistic. We knew that. We know the golf club business and what it costs to build courses and operate them. We probably are in

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PGA's New President

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for a \$1,500,000 building bill plus a window washing bill that would pay rent for PGA offices in New York or Chicago.

"But what's the use of second guessing?" the vp continued. "Cantrell has a hell of a tough job and we are in it with him. It will work out some way. We probably will learn to sympathize with our members when they get hit with assessments for club deficits."

The new PGA clubhouse and office building is a big, long and attractive structure. When you are approaching it on one of the unfinished roads leading to the club, the roof looks like the roof of the grandstand at Arlington Park race track in Chicago. When you reach the unfinished building and see the fine equipment that furnishes the kitchen part of the clubhouse, you think there may be something to the laughing comment of a visiting delegate who said, "I would like to show this to my boss, then dare ask him for a raise."

Along with Cantrell as newly elected officers to cope with the problems of the

growing and exceedingly useful PGA are George Hall, pro at Cornell University and a former treasurer of the organization, secretary; Max Elbin, pro at Burning Tree Club, (Washington DC dist.), treasurer; and four vice presidents elected to fill expiring terms on a board of eleven vp's: Lew Adesso, Cornell University course, Ithaca, N.Y.; Gene Mason, Columbia-Edgewater CC, Portland, Ore.; Terry Malan, Willow Creek CC, Sandy, Utah; and Jay Hebert, LaFayette, La. Hebert represents the tournament players on the executive committee.

Heads Advisory Committee

William B. MacDonald, jr., was moved up to head the advisory committee upon the retirement of Glen Sisler as chairman.

MacDonald did a clever job as m.c. at the annual President's dinner which was highlighted by formal announcements of PGA Hall of Fame admission of Ralph Guldahl and Johnny Revolta, and award to Bruce Herd, Flossmoor (Ill.) CC. PGA Professional-of-the-Year and to Julie Boros as the top playing professional of 1963.

The finale of the Strong administration was brightened by the joint announcement by Strong and John M. Winters, jr.

USGA president, that the PGA had agreed to abide by the Rules of Golf as codified by the USGA.

Now, with the American tournament professionals playing the same game played by the millions of American amateurs, there is more promise for a world-wide code with USGA and R & A in agreement. While the USGA and the tournament professionals of the PGA were unable to get together, the American position made a one-world golf code appear remote.

Use Good Judgment

The Rules of Golf agreement was reached through the good judgment and sportsmanship of the playing and club professionals and by the USGA, rather than being a give-and-take compromise. The playing pros' request for a 16-club limit was not backed vigorously by club pros who already see many signs of the 14 club set being imperiled by the 8-club sets that are being sold by stores to beginners and women. It's a difficult merchandising situation for the club pros who are trying to get and keep golf's newcomers educated to buying quality playing equipment. Adopting 16 clubs would only make matters worse.

Emil Beck, pro at Black River CC, Port

Huron, Mich., who directs the PGA business schools, said the schools accept only assistants who are in the apprentice program or who are recommended by a PGA member. A number of Class A pros, however, attend the schools. The two Palm Beach schools each run for one week, starting on Jan. 6 and Jan. 13. The California school is to be held in Long Beach, Feb. 10-14.

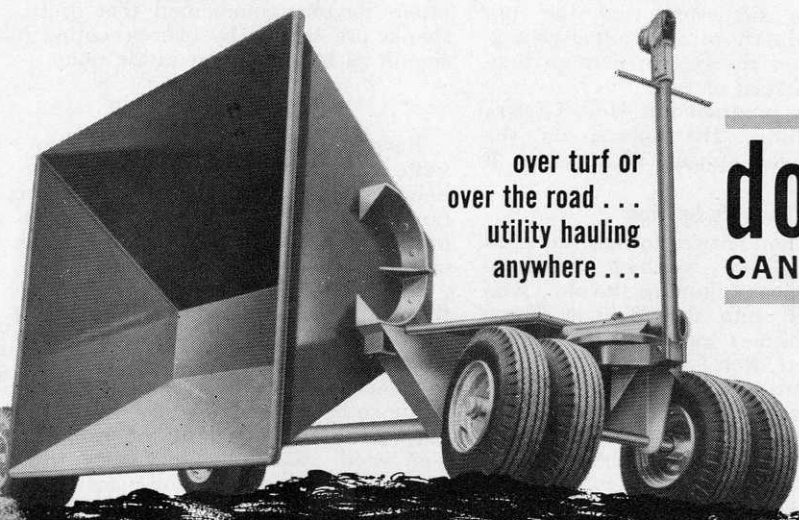
Although the Florida schools are supposed to be limited to 250 pupils at each session, they have averaged 265 for the last several years. The enrollment fee is \$15.

Considerable use of visual aids is made in the schools, with Irv Schloss directing this part of the program. Appraisal of a new job, buying, merchandising, credit management, gas and electric car operation, golf rules, teaching, club fitting and repairs and advertising are among the subjects taught at the schools. Edited proceedings of past courses have been put into a textbook which soon will be made available to PGA members.

Following Beck's speech on the education program, Marty Carmichael of CBS spoke briefly on TV golf programs, explaining how they are filmed, edited and then given a publicity buildup to attract a large viewing audience. Carmichael said

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that in many instances it takes some persuasion by a professional to have a film shown on his local channel. When this is necessary, he suggested that the pro capitalize on the showing by either arranging to introduce the film or perhaps handling a commercial or two.

Next on the program was Herb Graffis, *Golfdom's* editor. His speech on the economics of golf appears on page 21 of this issue.

Teaching Session

A question and answer format was used in conducting the teaching program. Ralph Guldahl and Johnny Revolta, who were inducted into the Hall of Fame during the business meeting proceedings, and Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr made up a panel that attempted to get the swing, playing tactics and related subjects straightened out to the satisfaction of the audience.

No new "secrets" were revealed. Revolta, who possibly has given more lessons than any other professional, emphasized that the fundamentals don't change. He told of having studied Bob Jones at practice. Johnny said Bob had the smoothest and freest swing he ever saw. Bob's finger grip, shoulder action and firm left

side were unforgettably impressive, according to Revolta. In response to a query as to why short clubs are shanked most often, Revolta commented that as many shanks are caused by over-accenting outside-in as by overdoing inside out.

Advocates "Heads Up"

Revolta said some day he is going to write a golf book with its main theme being a reversal of the "keep the head down" admonition. Johnny believes that over-emphasis on keeping the head down cramps shoulder and body action.

Ralph Guldahl is teaching so much now that he gets little time to play. He says the fundamentals of good golf haven't changed since he was winning. He used to concentrate on a smooth, slow backswing so he wouldn't lift the club in going back. He still finds that the experts are concerned with the mechanics of the swing and the ordinary golfer merely with the results. Guldahl said that Tommy Armour gave him simple but valuable advice, the best he ever had, on playing tactics: "When the going is rough do everything you can to save whatever shots you can . . . there will be a better day."

Jay Hebert said everything in the golf

shot is related to the way the club is held. He prefers rubber composition grips because of rapid and frequent weather changes on the tour and the need for a secure hold under any conditions. Hebert told of playing better when a course excites him. He revealed that he has been handicapped by bursitis in his left arm and is unable to fade the ball. Jay also remarked that he has never been able to make up his mind as to what he wants in the way of clubs and is constantly experimenting. He told of owning 60 to 70 putters in addition to dozens of copies of other clubs.

Dave Marr said that the essential of aiming precisely is something that has always bothered him, and he suspects that it is one of the simple things that average golfers need to be taught until it becomes an ingrained habit.

Johnny Pott went into the subject of bunker shots. He said that when he swings smoothly and doesn't rush matters he doesn't have much trouble. He added that throwing the left hand toward the target in hitting any and every shot is something that both fine players and the ordinary golfers have to keep in mind.

Bob Goalby recalled that he started late

in getting technical information about the swing. Then he became so wrapped up in it that he almost lost what he had. Finally, Frank Walsh and other veterans told him that nobody could learn all he ought to know about golf. They advised being satisfied with a good basic swing and acquiring required adjustments.

Goalby laughingly said that if he were teaching he would teach his pupils to hook or slice — teaching them to hit a straight ball is too hard.

1913 Mementos in Golf House

The golf balls and scorecards used in the 1913 Open playoff involving Francis Ouimet, Harry Vardon and Ted Ray have been presented by the CC of Brookline (Mass.) to the USGA for permanent display in Golf House. Ouimet's putter was presented to the Association in 1952.

Laws Heads SCGA

Charles H. Laws of San Gabriel is president of the Southern California GA for 1964. Lynn Smith is vp; Paul Geisser is secretary; and Dr. Wynn Fredericks, treasurer. Ray Goates is executive manager of the organization.

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