



Warren Cantrell, the former Texas pro and course designer, who took over as president of the PGA in 1964 and guided the association through one of its stormiest years, was re-elected to head the organization for another term at the annual meeting in Las Vegas.

They resist temptation, stick to work

PGA Delegates Stay Up Late in Las Vegas, But It's to Handle Association Business

The PGA, notorious for keeping officers, delegates and advisers busy from dawn until well past the dinner hour day after day at its annual meetings, didn't depart from script when its 48th assembly was held in Las Vegas, Nev., Dec. 3-11.

Here are some of the things that were accomplished during the nine-day session in which the clocks were covered and delegates instructed to hammer out decisions on a hopper-full of pressing matters:

Officers for 1965 were elected;

Mar. 15 was set as the target date for moving the PGA's main office from Dune-din to Palm Beach Gardens, Fla.;

Dates for the winter tournament schedule and merchandise show, to be held in Jan. and Feb. in Palm Beach Gardens, were set;

Dates for the three business schools, to be held in Clearwater, San Francisco and Dallas, were certified;

The PGA Championship, to be played at Laurel Valley, Ligonier, Pa., was discussed in a preliminary way;

Recommendations made by a nationally known management consultant firm to streamline certain PGA procedures were reviewed;

Strengthening of membership requirements were discussed;

Reports of the organization's merchandising program, for which royalties are received to be applied to charitable and education undertakings were studied;

Details covering the TV package of 13 nationally televised tournaments, beginning in 1965, were thoroughly explained to the 150 persons who attended the meeting in some kind of an official role;

Arrangements for televising National Golf Day for the first time in 1965 were aired;

The PGA tournament committee worked out plans for a new system of processing approved player applications;

The entire group of delegates voted to approve a resolution that provides that building assessments that have been in effect since Sept. 1, 1960, should be paid for a full five years by all professionals who have become members of the PGA

since that time, and by all new members who are taken into the organization after the five-year expiration date.

The hardworking delegates were confined to the smoke-filled rooms for such prolonged periods that only two formal social functions were held during their nine days in one of the world's most glittering and temptation-strewn cities. One of these was the past national officers' dinner and the other the traditional president's dinner, which was attended by 300 persons.

As in the past, delegates to the meeting were given the responsibility of assembling and digesting all the written and verbal reports of the PGA's four major departments and 38 national committees and transmitting them to the members back home. The PGA mercifully omitted saying how many pages this year's compendium ran to, but in the past it annually consumed hundreds of pages.

Peace, It's Wonderful

Delegates were particularly anxious to find out how the PGA's differences with John D. MacArthur, builder of the two 18-hole courses and clubhouse at Palm Beach Gardens, had been ironed out. The PGA had terminated its occupancy of the Florida golf complex last August, and had entered a countersuit to one involving a breach of contract that MacArthur had instituted earlier in 1964. Late in October, Warren Cantrell, who was re-elected president of the pro organization for 1965, got together with MacArthur and reached an agreement.

The peace pact calls for the PGA's adopting Palm Beach Gardens as its home course, and moving its national headquarters into the huge clubhouse there. MacArthur continues to have full financial responsibility for the courses and clubhouse. The two parties also agreed to drop all litigation.

Cantrell was re-elected by acclamation. Elected as vice-presidents were Denny Champagne, Dubsread G & CC, Orlando, Fla., Harry Pezzullo, Mission Hills GC, Northbrook, Ill., and Don Clarkson, Old Warson CC, St. Louis. Max Elbin, Burning Tree CC, Bethesda, Md. is secretary and Leo Fraser, Northfield, N.J., treasurer.

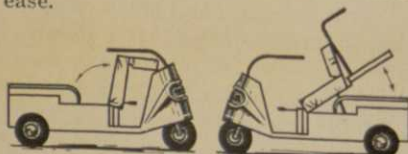
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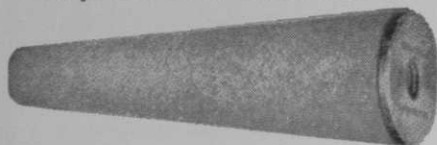
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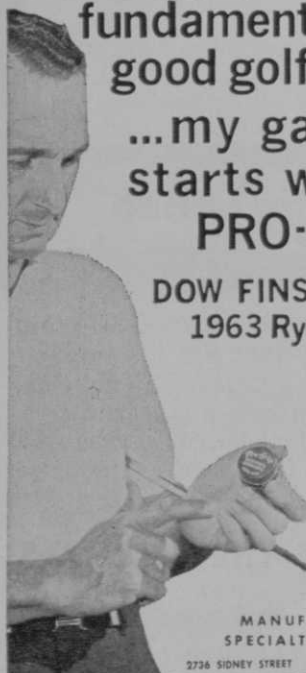


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Details of the merchandise show and tournaments to be played at Palm Beach Gardens will be found on page 46.

New Executive Director

Dr. Joseph R. Ewers, who took over Jan. 1 as executive director of the PGA, was on hand at Las Vegas, getting acquainted with PGA members and becoming familiar with the organization's operation. He succeeds Thomas W. Crane, who is retiring after 21 years with the PGA. Crane will continue as a consultant with the pro association. Ewers served as a director of graduate studies in the business school of Indiana University until 1962, and then became a presidential assistant at the university.

The 13-tournament "PGA National Tour" will be televised by 140 stations on the Sports Network hookup, with Goodyear, Plymouth and a third company, to be selected, as sponsors. A total of \$750,000 will be paid to the tournament bureau for TV rights. Approximately one-fourth of this amount will be turned over to 30 local tournament sponsors. The balance, after insurance and promotion outlays, will be allocated to the 13 cities whose tournaments are appearing on the television series this year. Spring coverage will include the Phoenix Open (Feb. 14), Doral Open (Mar. 14) and Greensboro Open (Apr. 4).

Warren Cantrell also announced that American Broadcasting has acquired exclusive TV rights to the next three PGA Championships. This year, the pro organization will receive \$182,000 for the rights, \$202,000 in 1966 and \$222,000 in 1967.

The 1965 "Round of the Champions," a National Golf Day promotion, will be telecast on May 31 from 4:30 to 6 p.m. EDT on a network to be announced. Arrangements to show this event, which will pit Ken Venturi, 1964 Open champion, against Bob Nichols, 1964 PGA champion, were made with Walter Schwimmer. The champions' round also will be televised in 1966 and 1967.

As previously announced, the PGA business schools will be held on these dates: Clearwater, Fla. — Jan. 18-22; San Francisco — Feb. 8-12; and Dallas, Feb. 22-26.