

New PGA leaders know score

Elbin, Fraser, Orlick rated as assets to organization, but publicity operation needs updating.

By HERB GRAFFIS

With the mysteries and troubles of the Palm Beach Gardens PGA National golf course and headquarters building out of the way, the Professional Golfers Association of America's 1965 annual meeting, at Palm Beach Towers hotel, was a tranquil routine affair highlighted by the election of officials to the unenviable job of modernizing the pro organization.

There were no political battles following the decision of Warren Cantrell that, after two years as PGA president, he'd had all the beating for nothing that a smart pro patriot could be expected to take. Practically drafting the succeeding president, Max Elbin, and his ticket, was the major accomplishment of the PGA delegates. Despite the long detail work of the delegates, the association's policy is not to make public knowledge of what happened, if anything, to help, particularly, the non-tournament professionals and their clubs or pay-play course employers.

One sign of progress did appear in the announcement that "plans for a major renovation and expansion of the association's educational program were considered by the Executive Committee and the delegates, and unanimous approval was given to proceeding with a plan outlined by Education Committee Chairman Gene C. Mason. This plan, when completed and put into effect, may well result in the creation of a separate educational department in the PGA which would carry on such activities as a home study course for new golf professionals and an advanced course for experienced professionals as well as the PGA Busi-

ness Schools and other educational activities already in existence."

The outline of the Mason proposal was not made public. The USGA, with its Green Section educational program, the state agricultural association short courses in golf turf management, the GCSA regional and national schooling sessions, has taken a big lead over the PGA in golf business education. The PGA work began on a vigorous national basis only a few years ago with the Business School operation. This was started under the direction of Emil Beck. The schooling and screening of tournament circuit candidates, recently inaugurated, is another PGA educational program.

There was no explanation why the PGA should want to keep behind closed doors information concerning a plan aimed at increasing pro value to other golfers.

In its new top officers the PGA has fine publicity material as the 1966 High Command is outstanding in service to golfers.

Max Elbin, pro at the famed Burning Tree Club in the Washington, D. C. area is rated by many of his famous members as a remarkably good golf businessman. Most of Elbin's members are political figures, lobbyists, businessmen and high ranking military officials who belong to other clubs. They can (and do) make comparisons. Elbin was PGA Treasurer in 1964 and Secretary in 1965 prior to the annual election.

Leo Fraser, Atlantic City (N. J.) C.C., worked his way up from being a caddie at the club to becoming its president. He is in financial and management capacities

Continued on page 95

P.G.A. MEETING

Continued from page 46

with other successful clubs. He was moved from PGA treasurer to the secretary spot in the annual election. Fraser, in his club executive and advisory work, is one of the most adroit publicists in golf business.

Warren Orlick, pro at the Tam o' Shanter C.C., Orchard Lake, Mich., not only is one of the leading club pro businessmen but has developed many assistants. They have graduated into jobs of their own and demonstrate what Orlick and the Orchard Lake club officials and members maintain: "What's good for our pro is better for our club." Orlick's officials include many of Detroit's highly successful businessmen. As a rules authority Orlick was instrumental in bringing the PGA together with the USGA in a uniform code.

Newly elected VPs and members of the PGA Executive committee are William Clarke, Hillendale C.C., Phoenix, Md.; Marty Lyons, Llanerch C.C., Haverstown, Pa.; Wendell Ross, Pequot C.C., Stonington, Conn., and Jim Rudolph, National Cash Register C.C., Dayton, O. Each in his value to his members outranks by far any of the well publicized and affluent tournament stars. But how to get these club pros publicity that reminds golfers of the pro's service is a problem the PGA does not attempt to solve with annual meeting news.

H. Franklin (Bud) Waltz, Toledo, was elected chairman of the PGA Advisory Committee, Richard Irwin of Chicago, the committee's vice chairman and Curtis Person, Memphis, secretary. The Advisory Committee passed resolutions lamenting the death of two members, Harry Radix and Glenn Sisler, then got tongue-tied like other PGA committees. PGA Advisory Committee members, well acquainted with the USGA manner of handling committee reports, financial statements, general session, awards and release of news at annual meetings, know an area in which the PGA needs plenty of advice.

A meeting of the tournament sponsors organization held at Palm Beach Towers during the PGA annual gathering elected Marshall Dann, executive secretary of

Ruth Jessen president of Ladies PGA

Ruth Jessen is the new president of the Ladies Professional Golf Association of America. She was elected at the recent annual meeting in Scottsdale, Arizona.

The four members of the executive board are Betsy Rawls, vice president; Carol Mann, secretary; Gloria Armstrong, treasurer, and Kathy Whitworth, member-at-large.

Goldie Batsen has been named recipient of the LPGA's Teacher-of-the-Year Award for 1965. Goldie is head professional at the W. A. Roberts Golf Course in Milwaukee.

the Western GA, the sponsors' head officer. This conclave also maintained the PGA atmosphere of secrecy. There is a pretty fair hunch that the sponsors are going to demand and get a larger dip into the TV gravy.

From publicity officially approved for release about the PGA annual meeting it is plain that the association should never be scolded for failure to give the tournament players primary attention. Dates for PGA championships, plans for the National Four-Ball event, unnamed items of business acted on by the Tournament Committee headed by Tommy Jacobs, agreement with the USGA flagstick rule and optional rules to speed play and announcement of a fine of \$25 for throwing a ball into the gallery were publicized. None of them meant a thing to members of clubs and pay-play courses for which PGA members work.

The Educational Session was headlined by an intensely informative talk with slides by golf architect Robert Trent Jones. Jones, with the assistance of his aide Harvey Raynor, showed and commented on golf course design of the penal type (such as Pine Valley), the strategic type (such as Augusta National and St. Andrews old course) and the "heroic," a combination of penal and strategic, such as Oakmont and the championship courses at Merion and Baltusrol.

Dr. Pete Zidnak, Professor of Business at San Jose (Calif.) State College, gave a helpful talk on the pro's speaking as a

Continued on page 99

P.G.A. MEETING

Continued from page 95

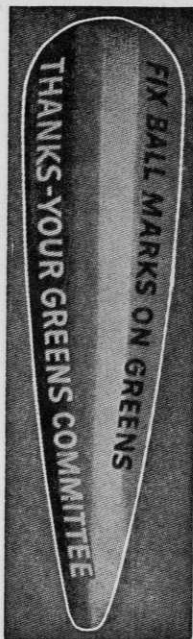
public relations and educational activity. Zidnak, an advisor to the Northern California PGA, gave PGA officials a lesson in how to handle publicity by having passed around copies of the "outline of ideas" presented by his talk.

Harry Eckhoff, Executive Director of the National Golf Foundation, and an ex-army public information officer, talked on the "National Golf Foundation; its purpose and programs," and passed around copies of his talk to give the PGA an idea of how to get publicity.

The teaching section of the PGA's "Educational" day was about as usual. Dave Marr, PGA champion, and a lad brought up in golf business, starting as a professional's son, told of his methods. Earl Stewart, still a nearly great player and an extraordinary good teacher, commented on technique and, when Stewart's talking about teaching, somebody's sure to learn. The elderly Wilf Reid, a survivor of competitions with Vardon, Taylor and Ray and a contestant in the

Continued on page 100

STOP BALL MARKS ON GREENS



ACTUAL SIZE

For more information circle number 178 on card

with this

DIVOT FIXER

Let's see what punishment the greens must take. 20,000 rounds of golf means 20,000 shot to each green.

If 10% hit the greens it would mean 2,000 holes per green each year.

Repairing these holes an hour later or next day is useless. The damaged turf must be repaired at once to avoid a hole and brown spot.

Make your own test. Just try to repair an old ball mark. Then a new one.

Our little Divot-fixer tool can help you solve this problem.

Prices: for plain or imprinted as shown—

F.O.B. Des Moines, Ia.: 1000—\$65 500—\$35

250—\$20

Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each.

Ten dollars extra for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

WOODSIDE GOLF & PARK SUPPLY CO.

Des Moines 13, Iowa



**WET
or
DRY**

MODEL 720

5 CU. YD. HOPPER

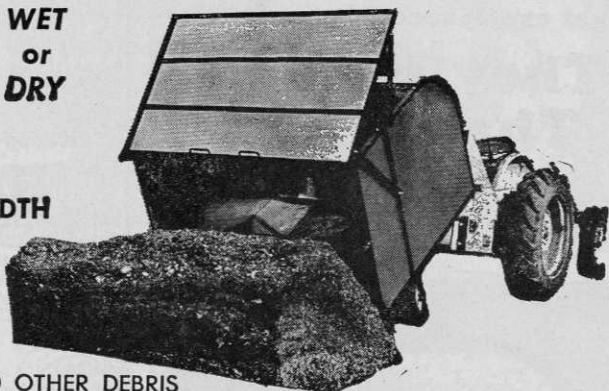
5 FT. SWEEPING WIDTH

Sweeps

ROCKS, PAPERS,
GRASS CLIPPINGS,
LEAVES, BOTTLES,
BRANCHES, CANS, AND OTHER DEBRIS

ONE MAN OPERATION

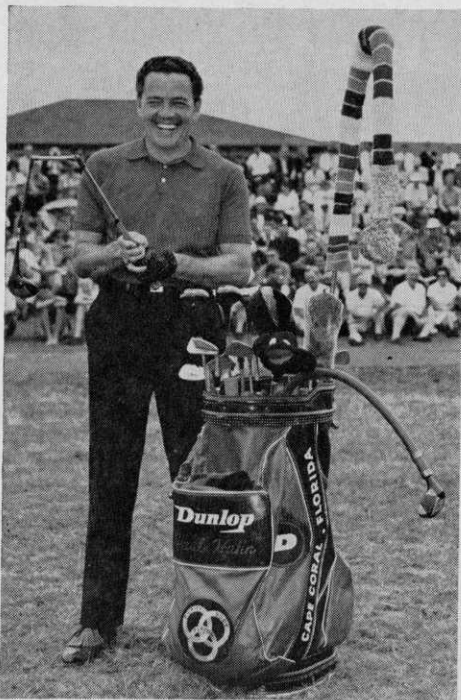
3 POINT HITCH ACTIVATES SELF DUMPING HOPPER



ROGERS MANUFACTURING CO., INC.

202 N. MAHAFFIE ST., OLATHE, KANSAS 66061 • PHONE: 913 764 1615 or 913 782 0831

For more information circle number 179 on card



For information on the PAUL HANN SHOW
Write: Dept. G.G., Box 691, Cape Coral, Florida
For more information circle number 180 on card

**How do young companies
like Colonial Gardens
get experience?**

**They Hire It
That's
How!**



Colonial Gardens has 43 years of golf course construction experience in its seven top executives.

For complete construction from plans to play call:

W. W. ULLMAN, CONSULTANT



COLONIAL GARDENS, INC.

708 GREENE STREET • Marietta, Ohio
Phone 373-2188 • Area Code 614

For more information circle number 183 on card

P.G.A. MEETING

Continued from page 99

1913 National Open that Ouimet won, got into the teaching act with sprightly observations on ways and means. Byron Nelson, captain of the victorious 1965 Ryder Cup team, and Vic Ghezzi, voted into the PGA Hall of Fame recently, were booked for the session but didn't show.

There is much opportunity for this teaching session producing PGA publicity that would interest millions of golfers. The program is open to the public so the PGA, in this case, doesn't discourage publicity. But the pattern of the session was stale stuff when Old Tom Morris was a championship threat.

"Hubby" Habjan, winner of the PGA's Club Pro of the Year award, spoke at the open session. Hubby is an intelligent and personable young man who is professional at the fashionable old Onwentsia Club at Lake Forest, Ill. He is so successful as a pro businessman he makes and sells 2,600 of his own name clubs in his shop a year as well as many of standard brands. He is an excellent player and a remarkably good teacher.

MAGIC FLUFF

Floor Covering

Spike Resistant

NEW

MAGIC FLUFF

Tee Mats

Keeps clubs from marring.

H. M. WISE

212 Helen Ave., Mansfield, Ohio

For more information circle number 181 on card

LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per washer per week!

- Keeps golf balls SPARKLING WHITE! ... Golfers satisfied!
- Perfectly safe for washers ... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

ORDER YOUR SUPPLY TODAY!

Per Single gallon.....\$4.75

5 gallons, per each gal. can 4.50

Order from your dealer or direct

from DBA and give dealer's name.

DBA PRODUCTS CO., INC.
Deerfield, Illinois

Also Try
Aero-San
Shoe
Deodorizer
and Sanitizer
Another fine
DBA Product



For more information circle number 182 on card