

P.G.A. MEETING

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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

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