

they don't get hand action . . . They are so determined to keep their heads down they freeze themselves . . . They try too much to hit from the inside out and don't let the club go at the ball freely.

Don Jones of Prentice-Hall, New York publishers, at Southern Pines signing Joe Novak to do a golf instruction book . . . Novak had been holding off, being hesitant about releasing while he's PGA president, a book he began 5 years ago . . . Pro colleagues told him to go to it as any good selling golf book helps pro lesson business . . . Prentice-Hall, big publishers of text books, got hot for the Novak book after learning success of Joe's system in teaching golf classes at University of California, Los Angeles . . . Book should be published this spring.

Robt. White, first pres. of the PGA and now wealthy property owner at Myrtle Beach, S.C., pioneered in machine club-making . . . Bob came to Cincinnati CC as pro in 1897 after 2 years at Myopia . . . A Cincinnati member saw White fashioning wood heads by hand and told White that sort of a job was being done better on shoe lasts by machinery . . . Outcome of that remark was White's visit to plant of J. MacGregor at Dayton, O., where finest of the shoe last machinery was being made . . . There White got Mac-

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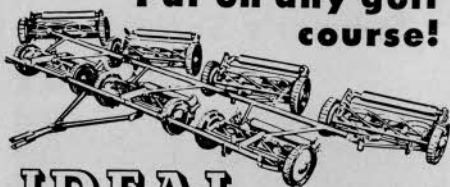
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Gregor interested in making golf clubs . . . White also was first to use persimmon for wood heads . . . Maple had been used previously . . . Bob told this history to Henry Cowen, MacGregor Golf pres., during the PGA President's dinner at Southern Pines.

George Calderwood, pro at North Hills CC, Milwaukee, Wis., says the way to make sure a junior program really gets going at a club is to get women interested in being on the junior committee . . . Bill Gordon, Jr., son of the Illinois PGA pres., has wrapped under the leather of his putter a thin sheet of paper on which is written "To my pal, Bill Gordon, Jr. from his pal, Walter Hagen." . . . Walter gave that slip to young Bill after the boy had caddied for him.

Alec Watson, Leewood CC (NY Met. dist.) pro, knocked off a 66 on Pinehurst No. 2 on an off-afternoon in the PGA convention program . . . Alex did the last 4 holes of his incoming 34 in a driving rain . . . Sam Snead made an instruction record for London Records during the PGA affair . . . Garry Nixon, Sam's assistant at Greenbrier, spoke as the questioning pupil during the recording.

Virginia Van Wie, three-time winner of the Women's National, and one of the most charming young women ever in sports, now is a very successful business woman, heading a department of a large food company . . . Those junior membership deals with reduced rates in the 21-25 and 25-30 age classes didn't work out last year as much as some club officials had hoped . . . The age classifications were O.K. in the pre-war days but just don't fit young men whose business careers were held back by 5 years absence in war.

Veteran Al Houghton succeeds Carroll T. MacMaster as pres., Mid Atlantic PGA . . . John Flattery elected sec.-treas. . . Andy Gibson, Bill Hardy, Jack Isaacs, elected veeps . . . Happy Hollow CC, Omaha, Neb., completing \$100,000 course and clubhouse improvement program . . . Course practically reconstructed to plans of Bill Diddle.

Jim Brydon of Worthington Ball up and around in good shape after being hospitalized at Elyria, O. for rest and change to winter oil . . . L. B. Icely out of Chicago hospital after operation two weeks previous, attended PGA convention, looking in fine condition . . . Shelly Mayfield graduated from Claude Harmon's pro staff at Winged Foot to become pro at Rockaway Hunt Club (NY Met. dist.) . . . Charley Vittitoe signed as pro by Lexington (Ky.) CC . . . Bob Gutwein moves from Kenwood CC, Cincinnati, to pro post at Sunnehanna CC, Johnstown, Pa.

Lou F. Galby, Mill River (Conn.) CC pro and Connecticut PGA pres., has as his state automobile license the letters PGA . . . Dave Campbell, Wethersfield (Conn.) CC pro has on his license FORE . . . Nine holes of new Dunes G&CC, Myrtle Beach, S.C., now being played . . . Pro Jimmy D'Angelo doing business in first completed section of Dunes' attractive clubhouse on Atlantic shore . . . Finishing second 9 to plans of architect Robert Trent Jones . . . The Dunes plant gives strong promise of becoming famous.

Major contour work on new north "nine" at Univ. of New Mex. course started . . . Sprinkler system to be installed next summer with seeding following in fall . . . Construction completed on \$25,000 remodeling job at Sand Point G&CC, Seattle, Wash., transforms second floor of clubhouse into attractive cocktail lounge seating 80 persons.

Barry Lucas naming his new Oregon coast golf links Treasure Mt. GC as layout is located at Neah-Kah-Nie, where legend has it pirate treasures are supposed to be buried . . . Expansion of Norfolk, Va., munny golf facilities started recently . . . 200 acres of city-owned property selected as site for two new courses to be constructed at estimated cost of \$90,000 . . . Construction underway and

(Continued on page 76)



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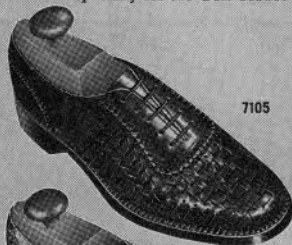


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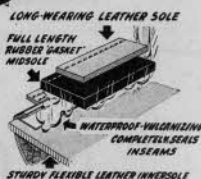


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JANUARY • 1950

PGA Raises Dues, Plans More Dollars for Pros

By HERB GRAFFIS

Joe Novak, Los Angeles, was re-elected president; Horton Smith, Detroit, was elected secretary, and Harry Moffitt, Toledo, treasurer, at the PGA 33d annual convention which registered satisfactory progress in getting the pro organization back onto a business basis and away from the political maneuvering which has been the cause of considerable costly disturbance.

New vice presidents elected are Harold Sargent, Atlanta; George Calderwood, Milwaukee, and Graham Ross, Dallas.

Highlights of the convention were:

Increase of national PGA annual dues from \$35 to \$45;

Limiting official tenure of office to three consecutive one-year terms;

Voting, 52 to 18, for use of stars' names on store lines;

Close coordination between PGA and its advisory committee;

Arranging for production of pro business manual by PGA educational committee and National Golf Foundation;

Limiting tournament play of Tournament Bureau manager;

Planning a "Welfare and Retirement" program.

The PGA's convention at Mid Pines hotel, Southern Pines, N.C., was a successful experiment in holding the association's national sessions on the fringe of a golf course and away from metropolitan distractions. Long and arduous sessions were alleviated when a genius suggested that a night session be substituted for the scheduled afternoon program while delegates got their second wind and freshened up with play at Mid Pines, Pinehurst, Southern Pines or Pine Needles.

Operating deficit of the organization for the preceding fiscal year necessitated increased dues and the decision to strictly budget the succeeding year's activities. The Ryder Cup trip cut heavily into Tournament Bureau funds with a bite of \$25,000. There was talk about discontinuing the matches unless they could be made to pay their own way. That was just talk. Discontinuance of tournaments that don't register in the black financially would be the last thing the pros want. The publicity and other returns of tournament golf are substantial but don't invariably show black figures.

Tournament business also figured in approval of a \$10,000 minimum purse for PGA-sponsored events, although leeway was granted for exceptions that may be warranted. The Advisory committee proposed a new tournament in which pro winners of all tournaments on the circuit and major championships would contribute their services and amateur winners would be invited. Proceeds would go to the PGA General Fund.

The Locke case was given a diplomatic brush-off with the word being passed out that if Bobby wanted to say "so sorry, chaps" and be mindful of his commitments he'd again be persona grata on the PGA tournament circuit. Complaint from the British PGA and tournament sponsors about American pros running out after the Ryder Cup matches and devaluation of the pound also was considered with discretion and embarrassment. Nobody came up with an answer to what's to be done with players who are not under paid contract with the PGA and sponsoring angels and who don't show to draw a gallery.



Holding convention away from metropolitan distractions and lack of usual political maneuvering were contributing factors accounting for progress made in transacting business of PGA at recent 33rd Annual Convention at Mid Pines Hotel, Southern Pines, N.C. Officers elected are: (L to R) Harry Moffitt, Toledo, O., treas.; Joe Novak, Los Angeles, re-elected pres.; Horton Smith, sec'y. Exec.-sec'y. Tom Crane is at right.

Mutterings about George Schneider, competent Tournament Bureau manager of the PGA, competing on the tournament circuit with the boys who pay him were quieted amicably by restricting George's play to major championships. The Tournament Bureau manager also was ruled out of signing on any manufacturer's advisory staff.

Spread Tournament Money

Tournament money was spread with \$10,000 purses being increased from 20 to 23 places and \$400 was cut from former first prize of \$2,600 in \$15,000 events with the money now being split 40 ways.

Cary Middlecoff will have to wait two more years before becoming eligible to PGA membership. The National Open champion was kept out when the convention voted to maintain the 5 year apprentice requirement. Consensus of the delegates was that they wanted Doc as one of their number and admitted that the old apprentice rule needed modernization but nobody could come up with a practical plan for hastening the acceptance of desirable and qualified young men as PGA members.

Present method of qualifying for the PGA championship was retained; the proposal to make it an all match play affair being defeated. Also defeated was a motion to redistribute PGA voting strength

on the basis of sectional membership instead of on the present basis of two votes from each of the 30 sections.

With the show window problems of the tournament circuit out of the way the delegates from the 30 sections devoted most of the time to how the association could make golf a good business for the home club PGA member pros and extend their service to the amateur army.

Advisory Committee Active

Extensive use was made of the services of the Advisory committee in joint meetings with delegates, the Executive committee, the Tournament bureau and the representatives of the club and ball manufacturers' associations. Maynard G. (Scotty) Fessenden, who has retired as chairman of the Advisory committee to be succeeded by S. C. (Chick) Allyn, George S. May, David Griffin, Tom McMahon, Bob Goldwater, Tom Utterbach and Wm. May, sat in for the organization of amateur advisors. Fred Waring, bandmaster and owner of Shawnee CC, was appointed to the Advisory committee.

The Advisory committee urged strict budgetary control of PGA finances which are pretty much of a mystery to the rank and file members although copies of the audited annual statement are made available to delegates at the annual convention. Some delegates expressed intention to provide all their members with copies

of the statement so criticism, if any, would be constructive and all would have an accurate score of the association's financial operations.

Discussion of the publicity problem of the PGA came to the conclusion that all the association had to do was to get its collective publicity on the same basis with press, radio and public that pros individually have enjoyed for years.

Appointment of a "public relations" man was passed up for the reasons that the PGA hasn't money to pay for the type of expert service that might be needed, and because such channelling of PGA news through one man might continue the unsuccessful policy of restricting pro comment on association matters.

It was unanimously agreed that the PGA publicity practice be drastically changed from accent on defensive or disciplinary news to headlining the organization's interesting and constructive news.

Plan Pro Selling Aid

As a result of action by the PGA Educational committee, headed by Eddie Duino, a business manual for pros and assistants will be published this spring as the first of a series of booklets presenting successful pro experience. PGA officials and manufacturers also arranged for the promotion of a pay-as-you-play plan for golf merchandise to put all pros in position to sell on deferred payments. Announcement was made that pro advertising material soon would be available in circular, letter, folder and cut form.

This material is being prepared by the National Golf Foundation in cooperation with PGA officials and members and representatives of the leading golf goods manufacturing companies.

The Educational committee's formal part of the program led off with the illustrated lecture of Dr. Glenn W. Burton, senior geneticist, U.S. Dept. of Agriculture, Tifton, Ga. Dr. Burton who heads the USGA and Southern golf interest's turf research program showed colored slides of turf development and disease prevention work. His talk impressed delegates with the valuable extent and character of work being done in the turf department of golf. His remarks on the highly satisfactory results with Tifton 57 turf Bermuda were of particular interest to pros in the Bermuda area.

Herb Graffis showed charts of the substantial results being achieved by the National Golf Foundation in its work with pros, club officials, school and municipal authorities and private interests in the promotion of more golf courses, more play and more business in golf. It was explained that the National Golf Foundation

was a non-profit organization, financed by leading manufacturers of golf equipment, with its operations all planned to be of direct profit to professionals.

Latest production of the National Golf Foundation, the Golf Gift Certificate display card and blanks, had accounted for considerable Christmas gift volume at pro shops, according to delegates at the PGA meeting. Graffis also referred to work done by Rex McMorris and Joe Graffis of the Foundation, in promoting closer cooperation between school physical education departments and pros. Highly successful cooperation in junior golf development between the PGA committee headed by George Lake, and the National Golf Foundation also was reported.

Fred Barks of the National Cash Register Co. gave a highly practical talk, with charts, on pro shop retailing. Barks counseled pros to do the best with what they've got in the way of retailing facilities to make their establishments retail stores instead of pro shops. He urged more pro personal and printed advertising and said the policy of successful selling of lessons and merchandise summed up:

Make the customer think of buying from you;

Make the customer like to buy from you;

Make the customer want to buy from you;

Make the customer want to come back to you.

Teaching Program Helpful

Joe Novak outlined features of his very successful class instruction at UCLA. Novak said college and high school instruction reached into a vast field covered by no other athletic coaches and had as pupils not only the star athletes in other sports but the boys and girls who couldn't make teams. This wide scope gave pros an opportunity to build prestige and to get in strong with the parents. Novak gave details of his instruction plan and emphasized that in all class instruction it was essential that pupils be placed far enough apart so none were in danger from swings.

The teaching and instruction analysis was conducted in an inside session with Sam Snead telling how he thinks he plays and Snead, Marshall Crichton, Melvin Hemphill and Johnny Palmer performing in the outdoor session arranged by Bill Gordon, chairman of the Teaching committee. Horton Smith did his customary masterly job of m-c-ing the clinic. Crichton, PGA Senior champion, and left-handed Melvin Hemphill, gave demonstrations that were particularly impressive in

(Continued on page 65)



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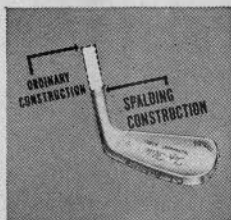
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Graduated Offset brings the ball in closer to the true hitting line. Stainless steel head with the feel of mild carbon steel.



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Deep Face Driver gives more power off the tee—reduces chance of cutting under the ball.

SPALDING SETS THE



PACE IN SPORTS

Special-purpose Turf Grasses Developed at Beltsville

Sixteen states and Scotland were represented by the 180 people attending the Second Annual National Turf Field Day, October 19, at the Plant Industry Station, Beltsville, Maryland, for the study and inspection of experiments and demonstrations in the development and the use of special-purpose turf grasses.

Dr. Grau, Director of the USGA Green Section, was general chairman and conducted the group to the various experiments and demonstrations.

Among the group were a number of students working in turf who were introduced to the crowd. They were:

William Daniels, Mich.; Richard Davis, Purdue; B. P. Robinson, Ga.; James Watson, Pa.; L. Neal Wright, Pa.; John Stanford, Pa.; Jack Harper, Pa.; Marvin Ferguson, Md.; Charles Wilson, Md.; Al Radko, Md. L. S. Dickinson, Amherst, Massachusetts, was in attendance.

Methods of planting zoysia and bermuda grass were demonstrated. They included plug planting, sprig planting, strip-sod planting, and seedling planting. Al Radko demonstrated how to start with one ounce of zoysia seed in the greenhouse in November and end up with enough seedling plants to plant 5 acres in the spring by setting the seedling plants on 2-foot centers. One of the methods demonstrated was the use of the mole-drain which cuts narrow furrows in established turf, permitting the sprigs and plants to be set easily, after which they are rolled down with the wheel of the tractor. In this way established turf may be replanted without any interruption of the use of the area.

Dr. Grau pointed out that this is an expensive method but it is exactly equivalent to the annual area planting of tobacco fields. Turf and tobacco both are high value crops. With turf, this method of planting is done only once and then you can expect permanence, especially with zoysia and bermuda. He further stated that improvements in planting methods will come about as the result of the thinking and planning of turf superintendents. The crowd was then shown demonstrations of plantings of bermuda and zoysia made during the past two years on established lawns on the Plant Industry Station. In each case the plantings have been successful and permanent.

Walter Armiger explained ureaform fertilizer trials on the Alta fescue lawn and brought out a number of pertinent points with respect to this material. The ureaform is a combination of urea and formaldehyde, which produces a white powder containing 38% of nitrogen which is non-burning on turf. It creates a slow, steady growth, and one application may be expected to be sufficient for an entire growing season in this area. Ureaform has been tested sufficiently so that steps are being taken to have it manufactured commercially. At present there is none available on the market.

Dr. W. E. Chappell explained the crabgrass control trials to the group and pointed out the merits of and objections to several of the materials now on the market. The unfavorable weather this season created a great deal of damage on the bluegrass turf and crabgrass was in abundance everywhere. The crowd learned about as much as to what not to do as to what to do. It was obvious that chemical control of crabgrass represents only one of the tools and that chemical control and biological control are equally important.

It was pointed out that the recently disturbed areas on the Plant Industry Station lawns have been seeded to a mixture of Alta fescue, B-27 bluegrass, and Chewings fescue. The last good rain was on September 23. Germination and establishment have been good in spite of the low rainfall and the extremely unfavorable soil in which these seeds were planted.

Praise U-3 Bermuda

After a good lunch at the Station Cafeteria the group assembled on the plots at the Turf Garden. First demonstration was by Eddie Tabor, of the West Shore Country Club, Harrisburg, Pa., a representative of the Professional Golfers' Association of America, who demonstrated shot making to the crowd on U-3 bermuda grass turf which had been cut continually for two years with the mowers set at $\frac{1}{2}$ -inch and with no artificial irrigation during those two years. The turf was solid and dense, of a pleasing green color. It was firm, and Tabor's comments praised the turf highly from the standpoint of playing good golf shots.

U-3 bermuda grass—a Green Section development, is noted for its fine dense