

AT ANNUAL MEETING

PGA Plans Busiest Program for 1956

This will be the busiest year a PGA Executive committee ever has had.

The year also is certain to be one of the most testing a PGA administration has experienced. Delegates at the association's 39th annual meeting approved, on a general basis, proposals the Executive committee will have to work out in detail. Several of these measures are particularly complicated and delicate.

The meeting, held at Ritz-Carlton hotel, Atlantic City, N. J., Dec. 3-9, had an energetic character and large teaching conference attendance that amply justified the forecasts made by Henry Poe, pres., Philadelphia section, PGA, and Leo Fraser, pres., Atlantic City (N.J.) CC in bidding for the meeting.

Harry Moffitt was re-elected president; Harold Sargent, sec.; and Wally Mund, treas., as top men of an administration which will have in addition to the normal PGA responsibilities it has handled ably:

1. Move of PGA headquarters from Chicago to Dunedin, Fla.
2. Licensing manufacturers and distributors to use PGA emblem.
3. Conducting National Golf Day, minus co-sponsorship of Life Magazine.
4. Establishing a winter school for pros and assistants at Dunedin.

Three new vice presidents were elected: Al Houghton of Prince Georges G&CC, Landover, Md.; U. C. Ferguson, jr., Lincoln Park GC, Oklahoma City, Okla.; and Lou Strong, Tam o' Shanter CC, Niles, Ill.

Fred Hawkins was named chmn., Tournament committee. Doug Ford and Bob Toski were appointed to that committee. Ford and Toski were absent from the Atlantic City session. No action was taken on many applications from candidates for the job as director of the Tournament Bureau. The one who will be appointed to this \$20,000 a year post is to relieve non-paid Tournament committee members of detail work.

Members, Finances Strong

The PGA is in stronger membership position than ever before, with 2668 Class A members and 3598 over-all membership. The association's financial statement for the fiscal year ending Sept. 30, 1955, showed general income of \$39,132 in excess of general expenses. The Tournament Bureau was about \$5000 in the red. The magazine made about \$4000 profit, and the PGA National Golf Club at Dunedin showed an operating profit of \$13,000. These operations reflect considerable credit on Tom Crane, executive sec.; Bill Rach, editor; and Leo O'Grady, gen. mgr. of the PGA National course at Dunedin, and their staffs in carrying out the economy policies of the Moffitt administration and maintaining a high standard of operation.

Problems of economical and effective tournament management obviously continue to baffle the association. The PGA championship is conducted with a profit of \$12,000 to the association, according to

the PGA condensed financial statement, and has been profitable to sponsors in recent years.

The contrast between the PGA's own tournament figures and the over-all financial picture of PGA tournament operations is again being studied. Some general progress is evident in the pleasant fact that the 1955 PGA annual meeting was the first one for years that was not marked by explosive news concerning a tournament situation.

Review Long Beach Bid

Among other decisions the PGA officials will have to make this year is ruling on the invitation of Long Beach, Calif., for the 1956 national meeting. With the PGA championship in Boston this year and PGA national headquarters being moved to Dunedin, Fla., western members of the association advanced the Pacific Coast meeting proposal.

It is hoped that the move of headquarters from Chicago to Dunedin will result in a substantial saving of money now required for main office operation, an expense shared by several phases of PGA operations.

No official statement has been made about specific plans, if any, to license use of the PGA insignia. The subject has been classified pretty much as hush-hush for more than a year.

Legal phases of licensing the PGA insignia have been handled by the Washington law firm of Arnold, Fortas and Porter. Jack Moone, formerly prominent in fruit juice distribution, has proposed a program for merchandising the PGA trademark.

How the PGA trademark licensing proposal would affect PGA members' individual sales revenue, the pros' marketing position or customer relations are queries to which no official answers have been volunteered. Statements of some sectional PGA officers is to the effect that the income of the proposed arrangement would go entirely to the PGA benevolent, welfare and education funds but national PGA officials declare no details or budgets involving licensing deals have been set forth or approved.

Golf Day Now PGA Job

National Golf Day will be conducted entirely by the PGA, effective with National Golf Day, 1956. The event will be conducted along the same general lines as in the past with two primary alterations:

(1) Golf activities exclusively will be beneficiaries of Golf Day, instead of split-

ting 50-50 with the USO as in 1952, 1953 and 1954, and have the Red Cross as 40 per cent receiver of Golf Day revenue in 1955.

(2) Advertising and promotion naturally won't be on the tremendous basis as when Life was handling it as a co-sponsor.

Foresees Financial Help

Pres. Moffitt and his colleagues are confident the efforts of pros and their amateur friends will produce highly satisfactory results from Golf Day this year and a continuance of the financial help of this nationwide event.

Emil Beck and Irvin Schloss, who have run a highly valuable program of winter weekly pro business conferences at Dunedin as one of the activities of the PGA Education committee, were authorized at the annual meeting to proceed with plans for a winter school for pros and assistants.

Other matters handled at the PGA's crowded annual session concerned group insurance, the Seniors' week program at Dunedin, exhibit arrangements at Dunedin, and a possible review of policy concerning golf activities at military installations and veterans' hospitals.

Gordon Gets Award

Leo Fraser was host to a cocktail party and dinner at the Atlantic City CC, Dec. 4, and was toastmaster at the annual President's dinner. The dynamic Fraser turned in championship performances at both events. Numerous awards were made at the President's dinner, including the award of the Bob Harlow memorial trophy to Bill Gordon as Golf Professional of the year.

Wayne Pepper, president of Harry Moffitt's club, Heather Downs, was among the notables at the President's dinner, as was Harrington Harlow, one of Bob's sons.

The PGA's 31st section, Florida, made its national meeting debut at Atlantic City. The new section, formed from part of the Southeastern section, had Denny Champagne and Lou Bateman as delegates.

Turf Courses Scheduled at Rutgers and Baltimore

The one-week course in turf management, originally scheduled for late January at Rutgers University, New Brunswick, N. J., has been pushed back to Feb. 13-17 so there will be no conflict with the Baltimore Turfgrass Conference which will be held Jan. 17-18 in the Lord Baltimore Hotel, Baltimore, Md.

The Real "Secret" Is in the Head

THE PGA's Educational and Teaching programs continued to show substantial progress in the addresses at the association's 39th annual meeting.

Teaching committee chmn. and the PGA's sec. Harold Sargent, Educational committee chmn. Charles Congdon and Annual Meeting Program chmn. Leo Fraser collaborated in presenting a line-up of speakers who talked about practical advances in the pros' handling of their jobs.

PGA vp Charles Congdon, presiding over the first of the Educational conferences, Dec. 5, a. m., brought Herb Graffis, GOLFDOM and GOLFING editor, who talked on "Ethical Practices, Professional Conduct and Professional Services."

Graffis, outlined the history of the formulation of the PGA Code of Ethics. He said reference to the pro's integrity, fidelity and responsibility being above "thought of material gain in the motives of the true professional golfer," was written into the code after much study of the policies and practices of the most successful pros.

Stresses Service to Golfer

Graffis remarked that primary stress by the professional on service to the golfer rather than the pro putting his own profit ahead of any other element, was the surest way of the pro making money. He cited experiences of many successful professionals and the observations of his brother Joe, Golfdom's publisher, and himself, in showing how pros get, handle and hold first class jobs.

He mentioned details of marked improvement in the general standard of professional golfer conduct. He said that in the great many instances each year when GOLFDOM is consulted about pro qualifications for job vacancies club officials ask "Is the pro a gentleman" more than any other one question.

On the subject of professional services Graffis said that there'd better be a great deal more training of pros in club fitting or the pros would be risking loss of a great advantage as club suppliers.

Graffis declared that a lot of club members might well have something of a code of ethics governing their relations with pros. He remarked that many club members didn't have the slightest idea that they were supposed to patronize the pro so the pro could be available for the many expert services and conveniences he provides free to members. Too many pro jobs are over-sold to trusting pros, Graffis stated. He told briefly of a campaign GOLFDOM is preparing to educate golfers in the use of professional department services.

Maintenance Problems Outlined

Alexander Radko of the USGA Green Section, gave the pros a most useful fill-in on the high points of modern methods in course maintenance. Radko, illustrating his story with slides, explained work being done with new grasses, machinery, chemicals and operating procedures. He told of problems involving turf diseases, weather conditions and construction and related how superintendents and turf research men are contending with factors that injure golf turf.

Radko showed very interesting views of sand layers of greens near bunkers, watering troubles, chemical control of crabgrass and clover and maintenance of aprons and tees. He noted that many tees are too small, even if turfed with a tough grass.

Displays Reach for Sales

Dick Neal of Sports Illustrated gave the pros suggestions for displays to get the most from traffic in pro shops. Neal said that sports' impact on business has been so strong that pros could count on a natural increase in shop traffic but couldn't be sure of reaching or maintaining a reasonably good sales volume per shop visitor unless the merchandise is shown so it reaches out and hooks the attention of a prospective buyer.

Neal showed attractive sketches of display ideas and presented some survey findings showing the importance of golf clothing sales revenue in the pro shops. Among other data Neal presented as coming from a Sports Illustrated survey was the division

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New Spalding PAR-FLITES. Top grade clubs offered at a popular price. Spalding PAR-FLITE irons also feature the new tough alloy, high-polish finish. Stay with Spalding, and make an easier sale with a better-playing golf club.

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SPALDING SETS THE PACE IN SPORTS



of gross income of the answering pros as: 32 per cent from club cleaning, storage and salary; 14 per cent from lessons and 54 from sale of merchandise.

Jay Scott of the Sonnenberg publicity organization of New York City advised the pros never to forget that they are in the public eye, whether in the playing show or the service business department of the game, and to conduct themselves accordingly.

Scott recited instances of the press agent and the pro being about even in their close association with celebrated people. The pro often is in position to profit from such contacts but always is exposed to judgment of not only the famous ones but of the hosts of ordinary golfers whose verdicts on pro commonsense, tact, responsibility and personality determine pro profits and job security.

Dey Explains New Rules

Joseph C. Dey, Jr., Executive director, USGA, spoke on the rules changes, only two of which (detailed in Oct. 1955 GOLFDOM) are of major importance. He said suggestions from professionals often are accountable for rules changes or clarifications. Dey remarked the procedure in considering rules changes was through the USGA Rules committee, then to the USGA Executive committee, to the R&A Rules committee—with study and conferences requiring three or four years—then the recommendations of the two Rules committees being submitted to the Executive committee of the USGA and the R&A entire membership for O.K.

Joe said that Jack Burke's suggestion for standardizing height of the flagpole has been favorably received, with the flagstick to be 8 ft. above the cup and $\frac{3}{4}$ in. diameter from 3 in. above ground to the bottom of the cup.

Horton Smith's suggestion that violation of the 14 club rule be eased from disqualification was accepted.

Joe Dey said that golf was primarily an amateur game and that a pro in making himself invaluable as an authority and constructive element in golf thinks first of the basically amateur nature of the game.

Calcutta Problem Examined

Dey asserted that the USGA campaign against organized gambling wasn't an effort to tangle with the individual betting common in golf. Dey said the Black Calcutta scandal in the New York district was not surprising as nothing had been done to prevent the development. He called

attention to other professional sports taking more emphatic action against organized gambling than the PGA which has confined itself to a mild statement of disapproval.

The PGA position on Calcuttas is unavoidably uncomfortable. Tournament professionals get considerable income as rewards from amateurs they serve in winning Calcutta cash. This addition to announced prize money income is revenue the PGA doesn't want to shut off. The pro-am Calcuttas are organized and conducted by amateur golfers, not by the pros, and if an amateur should happen to lead a pro into temptation, as it is possible in this naughty world, the PGA can only hope that the public will hold the erring pro guiltless.

Dey made some references to the tax angles of Calcuttas, involving individuals and clubs.

The USGA campaign already has resulted in Bing Crosby announcing that there'll be no Calcutta at his big annual tournament and in La Gorce tightening its Calcutta handicap regulations so the pool slumped decidedly.

More Profit From Shop

Jack Lust, sales executive of Squire Slacks, gave what numerous pro hearers said was the most practical talk they've heard on pro shop merchandising.

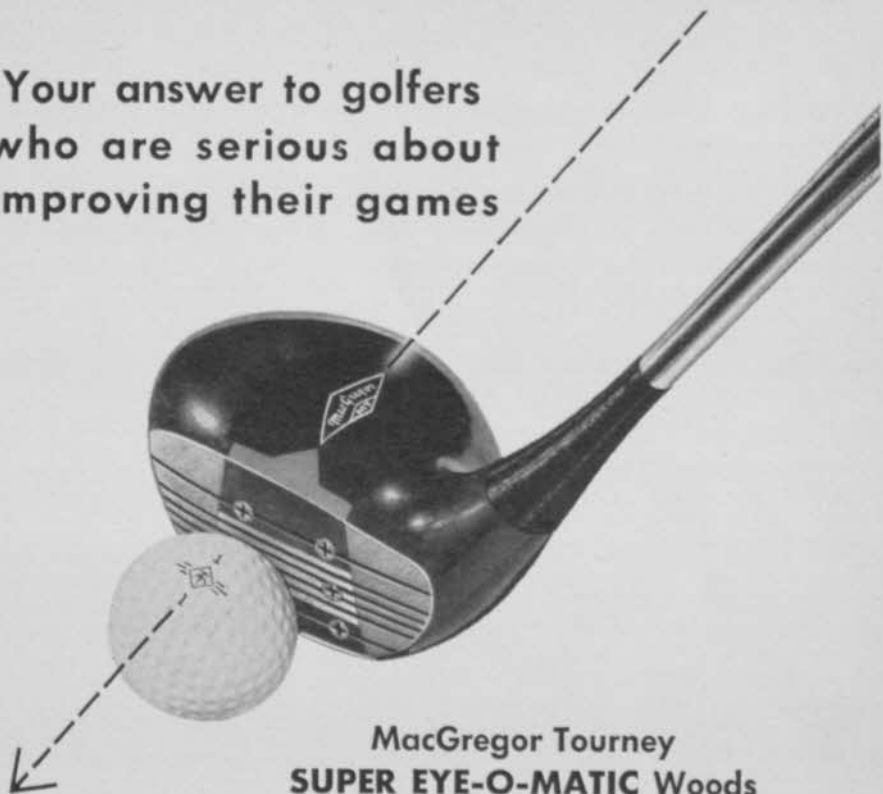
Lust said a pro to operate his shop business profitably must carefully consider what to sell, when and how to buy, and how to sell.

Wise use of capital in stocking a pro shop comes to the majority of pros with experience and with learning how to make intelligent use of records in knowing what, how much and when to order. A lot of pros spread their shop stocks too thin, Lust observed. He spoke about the necessity of being quick to recognize fashion trends. He said that charcoal gray was the big color in 1954 slack sales, pink got a lot of business in 1955 and this year it begins to seem that olive green will be most in demand.

Jack remarked that he's seen many small shops in which big business was done because of smart stocking and display. He emphasized that pros must make the utmost use of display areas and fixtures so golfers in the shop will buy of their own initiative. This is essential because the pro can't high-pressure customers.

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who are serious about
improving their games



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eyes" Lust urged and told about walking into pro shops where his vision was met first by a calendar. As the pro doesn't sell calendars such use of valuable space obviously isn't good business.

"Ladies Days" In Pro Shops

"Every day is ladies' day in the pro shop," Lust declared. "Many women who don't play golf buy for golfers and the pro shop with its convenience, easy parking, charge accounts, good stocks of sportswear for adults and youngsters, and attractive display, has vast sales opportunities."

Tribute was paid by Jack to pros' wives as having pioneered in developing the modern pro shop and today accounting for much of the smartest operation of pro shops.

Lust advocated frequent and thoughtful experimenting with shop arrangements and displays and with colors. He noted that lighting is bad in quite a few pro shops—everything in these shops looks gray or dull green.

Gives Buying Tips

He gave the pros practical suggestions on buying, telling them to buy with the head and not with the heart and to anticipate at least 50 per cent of shop stock needs by ordering based on the previous year. Lust reminded the pros that manufacturers have to plan far ahead, order materials, finance and manufacture far ahead of delivery. This requires that the retailer plan and buy well in advance.

"If the pro or his assistant doesn't know much about display he should ask the manufacturers' salesmen to help him," Lust advised. He also advised that the pro get a simple system of inventory control or the pro never will know where he stands or how to order properly.

The Educational sessions concluded with presentation of insurance plans on sickness, accident and hospitalization insurance by John H. Rader of Joseph K. Dennis Co., Chicago; and on all-risk coverage of stock and equipment by Wm. F. Harrity, Jr., Wynnewood, Pa.

Club Managers Convene in Los Angeles, Jan. 18-21

Edward M. Grenard, pres., Club Managers Assn. of America, will lead his organization into Los Angeles for the CMAA's 29th annual convention, Jan. 18-21.

Attendance of more than 600 club managers is expected with the country and city clubs being evenly represented.

The Southern California chapter of the CMAA has made extensive plans for staging the managers' affair which always is featured by a series of luncheons, dinners and other entertainment.

Business sessions of the CMAA gathering will be held in Hotel Ambassador, the convention headquarters. Managers have been asked, in a nation-wide questionnaire, what problems they consider most important and urgent in club operation. The replies dictated the program.

Country club managers will have their round table session Friday p.m., Jan. 20.

Nominates Tufts to Head USGA

Richard S. Tufts, Pinehurst, N. C., has been nominated to be president of the USGA for 1956. The report of the nominations committee, headed by Totton P. Hefelfinger, Minneapolis, Minn., will be voted upon Jan. 28 at the USGA's 62nd annual meeting in the Vanderbilt Hotel, New York. Nomination assures election.

Other officers nominated for the 1956 term include: vice presidents, John D. Ames, Chicago, and John G. Clock, Long Beach, Cal.; secretary, Charles L. Pierson, Boston; treasurer, J. Frederick Byers, Jr., Pittsburgh, Pa.; executive committee, C. W. Benedict, White Plains, N. Y. and Richmond Gray, Richmond, Va.

Tufts, a member of USGA executive committee since 1946, served as secretary of the organization in 1950-51 and has been a vice president since 1952. He is present chairman of the Rules of Golf and Senior Championship committees. In 1951 and again last year, Tufts was a member of negotiating committees that met with representatives of the Royal and Ancient GC of St. Andrews, Scotland, to develop a uniform code of rules.

The new presidential nominee was graduated from Harvard in 1917 and has lived in Pinehurst for many years where he is president of Pinehurst, Inc. He is a member of Pinehurst CC, Royal and Ancient GC of St. Andrews, USGA and American, Southern and Western Golf Assns.

Retiring president of USGA is Isaac B. Grainger, New York who headed the association in 1954 and 1955.

IMPORTANT NOTICE

Turn to page 77 — and make sure your active operating heads receive **GOLFDOM** in 1956.

Turf

Round-Up

By O. J. NOER

Revisions in construction, grass selection, turf treatment and machinery use studied in light of 1955 experience.

(Conclusion of a two part review of turf maintenance in 1955)

THE bent grasses fared badly during the summer of 1955, both on greens and fairways. Even the best looked bad during periods of hot, humid and wet weather.

There have been few complaints about mixed German bent. Most greens of it are in the East. The season was hot and dry until late summer. The heavy rains in August caused trouble, but there was little complaint because nobody expects anything else following hurricane weather. Recovery was good by late September and early October.

Polycross, now named Penncross, is another seeded type of creeping bent. Plots of it developed from the original small lot of seed looked good in most instances. In Milwaukee, Wis., and in Dallas, Tex., Polycross (Penncross) was especially good all season. Penncross seems to have great possibilities and is deserving of further testing when seed becomes available again.

Makes Comeback

Among the vegetative strains, good old Washington strain came back into its own. It is a good hot weather grass. Its chief drawback is a tendency to go off-color and stop growth when weather turns cool. Nevertheless several supts. have expressed satisfaction in having this strain on the greens at their clubs.

Old Orchard and Toronto have their champions. Toronto is least resistant of the two to disease, but it makes a fast comeback and seems to resist mechanical wear better than some of the other strains. The true strain is a good performer and keeps good color in cold weather.

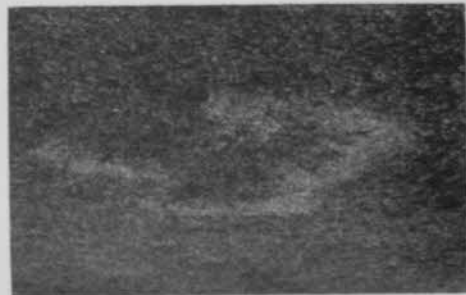
Arlington and Congressional alone and in combination gained stature. Both performed remarkably well. Arlington was outstanding in the belt from Washington across to Kansas City. Greens containing it in Nashville and Chattanooga came through the summer without much trouble. There are 18 bent greens of these grasses at Durham, N. C. Richland of Nashville will have all bent greens in 1956. The last ones were planted this fall. Congressional has been good farther north. It resists snow mold remarkably well and is one of the first to start growth in the spring. Congressional holds its color well in the fall.

Criticism of Separation Questioned

Criticism of separation on greens planted to the Arlington-Congressional mixture is not justified even though there are examples of supposed separation. Poor mixing before planting or the use of an off-type strain of Congressional would seem to be the reason.

After seeing signs of separation in Kansas City several years ago, the writer went to Fairfax, Va., to see the original plantings made by William Glover. There was no evidence of separation on greens which were then 12 years old. Glover planted generously and used an extra bushel of Arlington in the mixture. He mentioned a figure of 5 bushels Arlington and 4 bushels Congressional per 1,000 sq. ft.

The greens at Fairfax planted with equal parts Arlington, Congressional and Collins always have been very good and show no evidence of separation. Glover spoke highly of these greens and said the turf



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HOW UNIFORM SWING-FEEL HELPS THE GOLFER

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shown opposite

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