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ments beats that of the U. S. . . . The Ampol tournament at Sydney had the best television coverage we've seen or heard.

George Howard, Bob Hudson and associates who put across third annual Seniors' Open at Eldorado and Bermuda Dunes in Palm Springs area, deserve cheers for making a solid success of a fine idea that had been floundering . . . Two weeks before tee time there were almost 400 entries . . . Membership in National Seniors' Open Assn. has passed the 1,600 mark . . . It will be closed at 2,000 . . . Annual dues are \$10 . . . Active senior pros and amateurs should belong to this one.

Willie Goggin, 53, shooting a 70 at Eldorado to beat Smiley Quick and Olin Dutra after they'd tied at 289, retained his National Seniors' title . . . With that and PGA Senior titles of U. S. and Britain, Willie qualified as the world's best elder golfer . . . He was good years ago, too . . . His top performance in big time competition probably came in the 1933 PGA at Blue Mound CC, Milwaukee, when Sarazen beat him 5 and 4 in the final . . . Willie was the most relaxed good golfer we've ever seen . . . He still is.

(Continued on page 54B)



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# GOLFDOM

THE BUSINESS JOURNAL OF GOLF

JANUARY, 1960

## EDUCATION at Clearwater

*Pros Hear Rosburg, Wall, Are  
Stirred by A World Traveler*

**E**IGHT speakers appeared on the PGA Education and Teaching program which was held on Dec. 8th in conjunction with the professional group's annual meeting in Clearwater. Art Wall, Jr. and Bob Rosburg, who had such successful seasons on the tournament circuit, generally were accepted as the speakers the audience came to hear, and they acquitted themselves well, but the person who stole the prize money was a man who has nothing to do with golf other than to admit to hacking away at it when he gets the opportunity to play.

His name is Dr. John H. Furbay. He represents the Trans World Airlines, and is known as the "airborne orator," and his job is to travel around the world and sell the U. S. to people who may be wavering between capitalism and communism. He was worked into the program to give the pros a breather from the steady diet of golf business discussions and when the meeting was adjourned two days later, his remarks still were ringing in the ears of many persons who had the opportunity of hearing him.

Other speakers who were introduced during the day by Henry Poe, Reading (Pa.) CC pro, the program moderator, were Bill Freund of the Electric-Car div. of Victor Adding Machine Co., who spoke on golf cars; Joseph K. Dennis, pres. of the Chicago company bearing his name, who explained the PGA insurance programs; Dr. M. Lyle Spencer, retired University professor, who discussed the pro's publi-



Mildred Thomas (l) of Clearwater Chamber of Commerce and Mrs. Clyde Usina, Jr. ... they directed traffic.



Bob Rosburg



Art Wall, Jr.

*two young pros tell circuit secrets...*



Bert Way and Alex Cunningham ... as two old ones listen in.



Runyan                      Hutchison                      Cooper

*... their names are enshrined*  
(See page 68)



Henry Poe



Johnny Farrell

*... they educated the delegates.*

city activities; Johnny Farrell, the 1928 Open winner and now pro at Baltusrol, who made his contribution to the knowledge of putting; and Grant Bennett, Florence (S.C.) CC pro, who described how he operates his Junior program.

#### Would Give Pro Concession

Bill Freund, the day's first speaker, advanced several reasons why the pro should have the golf car concession, listing them as follows: (1) He's the man who greets the players; (2) He gives them instructions as to where and how the cars are to be operated; (3) The player usually checks into the pro shop after he has completed his round; and (4) Any difficulties encountered with the car invariably are reported to the pro.

Where the concession is held by the pro, Freund suggested that he handle this phase of his business from an offensive and defensive standpoint. The offensive meth-

od is by having the right model car at the course and a sufficient number of them to take care of demand in peak playing periods. On the defensive side, the Victor sales mgr. recommended that the pro learn as much as possible about his cars so that he can either maintain them or oversee their maintenance. "If it is necessary to call an outside mechanic in every time something goes wrong," Freund

### Sargent Re-Elected by PGA

Harold Sargent was re-elected to a third one-year term as pres. of the PGA at the 43rd meeting in Clearwater, Fla. Also returned to office were Lou Strong, secy. and Warren Cantrell, treas. New vps for three years are Tom Mahan, Sr., Beverly, Mass.; Jack Mitchell, West Orange, N. J.; and Don E. Fischesser, Evansville, Ind. Harry Moffitt continues as honorary pres.

pointed out, "you're going to find your profits evaporating because of 'travel time' alone."

The Electric-Car representative, discussing gas vs. battery operated cars, said that his firm is not convinced that the electric vehicle is the ultimate and will change the power plant when it sees that conditions warrant it. A "power-cell" motor which enables a car to generate power from chemicals may be the answer to car operation, Freund added. He said that the government, aircraft and tractor manufacturers are doing a great deal of experimental work with the power-cell and that this may be the golf car motor of the future.

#### Insurance Program

In reviewing the PGA insurance program, Joseph K. Dennis went into some detail in describing coverages already in effect through the group program and additional ones that members may wish to obtain. Provisions of the Health & Accident and Accidental Death policies, which have been in effect for some time, were outlined. So was the new Group Life Insurance policy that went into effect in October. This calls for decreasing benefits depending on the age of the insured at the time the policy is taken out. Payment of the same annual premium is made by all PGA members who enroll in the plan. It can be obtained up until the time the member reaches his 69th birthday.

Now in the discussion stage between Dennis' firm and the PGA is a retirement-

*(Continued on page 74)*

*New  
Cooper*

# Champion

## GREENS MOWER

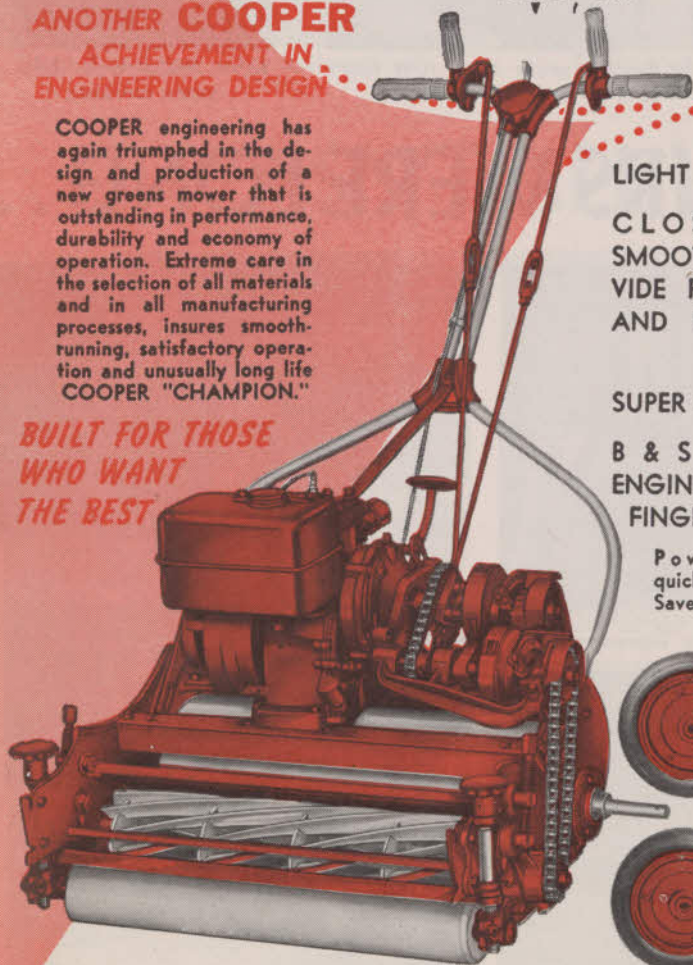
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*Chairs began to feel like bucket seats after first day's session but caucusing went on for a week.*



*John Budd kept delegates working*

**AT PGA MEETING**

# HOURS WERE LONG...



*Metropolitan Section was represented...*



*Here are PGA reps from the Southwest...*



*...and Michigan was there in strength.*



*...and this threesome came from Jersey.*





*"There I was two down and stymied" . . .*



*Eddie was in magnificent string.*

## .. IT WASN'T ALL WORK



*"You've never heard about Jack's ulcer?"*



*The glory of the house is conviviality . . .*



*. . . So maybe we should stay in Clearwater.*

# The Lineup for Houston

**"Complete Course" to be the Theme of Four-Day Educational Sessions;  
GCSA Dedicates Conference to O. J. Noer**

"The Complete Golf Course — What the Supt. Needs to Know," will be theme of the 31st conference of the GCSA at the Shamrock Hilton, Houston, Tex., Jan. 27-Feb. 6. Below are listed the persons who will speak at the education sessions which will begin at 10 a.m. on Monday, Feb. 1 and continue until noontime of the 4th. This year's conference is being dedicated to O. J. Noer, Milwaukee Sewerage Commission agronomist, who is retiring in 1960.

## **February 1 — Morning**

Chmn.: Tom Leonard, supt., River Oaks CC, Houston.

Program introduction by James E. Thomas (education chmn.) supt., Army Navy CC, Arlington, Va.

Official conference opening: Elmer G. Border, pres., GCSA and supt., Las Posas CC, Camarillo, Calif.

A Little Touch of Texas — A. W. Crain, agronomist, Goldthwaite's Texas Toro.

What the Membership Expects from Its Dept. Heads — John Outland, mgr., Dallas C. C.

The Course as Players Want It — George Aulbach, pro, Lufkin (Tex.) CC.

How Supt., Pro and Club Mgr. Work as a Team at East Lake CC. — Mel Wernecke, supt., East Lake CC, Atlanta, Ga.

## **Afternoon**

Chmn: John R. Henry, supt., Brook Hollow CC, Dallas.

Celebrity Introductions—Stanley Graves, supt., Westwood CC, Rocky



L. W. DuBose, Jr., (at left), supt. of Houston CC, heads the local committee that is getting things ready for the GCSA conference and show. Assisting him are: Golf Tournament, Don White; Tour Committee, Kenneth D. Flanders, A. W. Crain, Don Lynch and DuBose; Welcoming Committee, Tom Leonard, John Watson and Hugh L. Pitts; Exhibits, John Henry, C. W. Bashom and Lee Wells; Educational Service, Leonard and Crane; Banquet, Gene C. Nutter and Sherwood Moore; Housing, Eugene B. Bockholt; Ladies Program, Leonard and Mrs. L. W. DuBose; Registration, Charles Gregory, Craig Watson and Bob Anderson; Publicity, Tom Davison (Houston Post), Bockholt and Erik Madison, Jr.