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PGA CELEBRATES

Continued from page 16

the fundamental fact that it was the *club professionals* who had built up golf and established the market and popularity of the tournament stars.

Jacobus and his official associates did a good job of bringing the PGA through a trying stage of growing pains. Fred Corcoran turned out to be a promotional genius and out-Harlowed Harlow in developing rich international pro golf competition as well as in exercising commercial imagination and energy that showed playing pros the way to the promised land of million-dollar assets and lucrative endorsements.

Jacobus was succeeded by Tom Walsh as PGA head during 1940 and 1941. Tom regarded his presidency as a holy mission and straightened out some problems involving pro credit, manufacturers' relations and golf market competition. He warned the PGA against the peril of getting involved in a chicken-shed sort of politics to the degree that personal

ambition to showboat might not coincide with the best interests of pros collectively.

Walsh, one of the most candid of all professionals, a true sportsman and a sound businessman who is the owner of rich golf properties and a bank director, helplessly became the sponsor of the secret sessions policy of PGA annual meetings which has choked PGA public relations for more than 25 years. Walsh as president has to take the rap for a ruling closing the doors on PGA annual meeting discussions which *used to produce valuable sports page publicity for the PGA*. Some delegates became ashamed or scared of what might be said by PGA sectional representatives at the annual meeting, and newspaper coverage was stopped.

Perhaps this quarter century handicap of public relations ineptitude against which able reporters such as Bob Russell and John Hubbard, representing the PGA, have tried to loosen handcuffs, may be corrected now that Fred Corcoran

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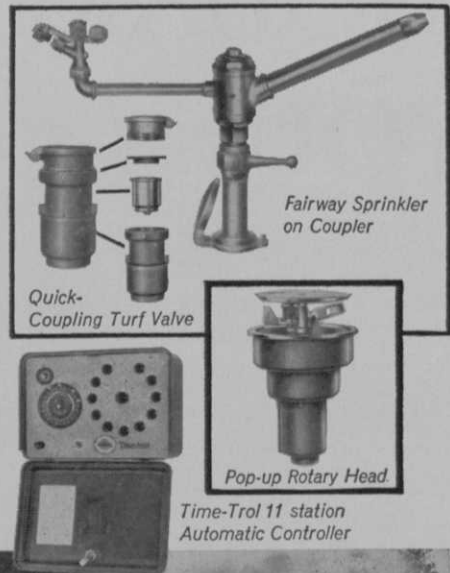
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PGA CELEBRATES

Continued from page 52

has been hired to steer the PGA publicity and has the bright Bud Harvey, formerly Bob Harlow's teammate on *Golf World* as his writing man.

However, there are clear signs that the PGA is awakening to the necessity of a expertly conducted publicity campaign to give recognition to the vast majority of its dues-paying members—the service pros. With that development there also is promised substantial expansion of the PGA's sketchy educational program which began to form during the presidencies of Harry Moffitt and Horton Smith.

Golf has the biggest educational program in sports: The Evans caddie scholarships of the Western Golf Association and other association caddie scholarships; the tremendous program of the superintendents with sectional monthly meetings, courses at agricultural colleges and the annual national conference, and the Club Managers Association educational sessions regionally and in hotel schools. These have all been paying off very well for the students, their employers and golf business in general.

The PGA's one-day business education and instruction session during the annual meeting, the winter business schools in three areas and the prep school screening for tournament players, plus pro business conferences at spring meetings of several sections, are far short of the business schooling required for golf personnel doing directly at least \$150,000,000 volume annually and indirectly figuring in \$50,000,000 of club revenue.

But whatever some versions of pro golf history charge against the Tom Walsh administration for blacking-out the PGA annual meetings as public relations assets, Walsh personally must be given credit for one of the best things that happened to the PGA in bringing it safely through change of life. Tom was the guy who hired Tom Crane, then a young Chicago lawyer recently out of the Marines.

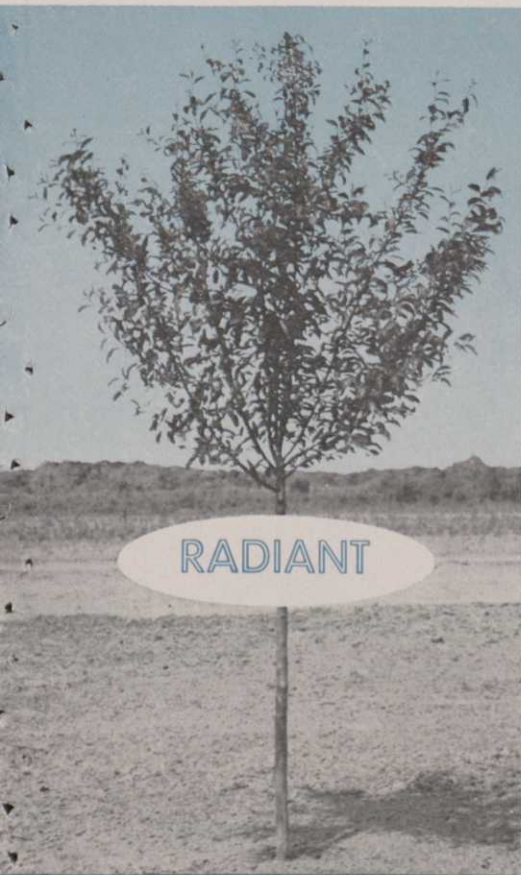
Crane's infinite patience, his carefulness, his ability and his vast kindness kept the PGA and its members out of

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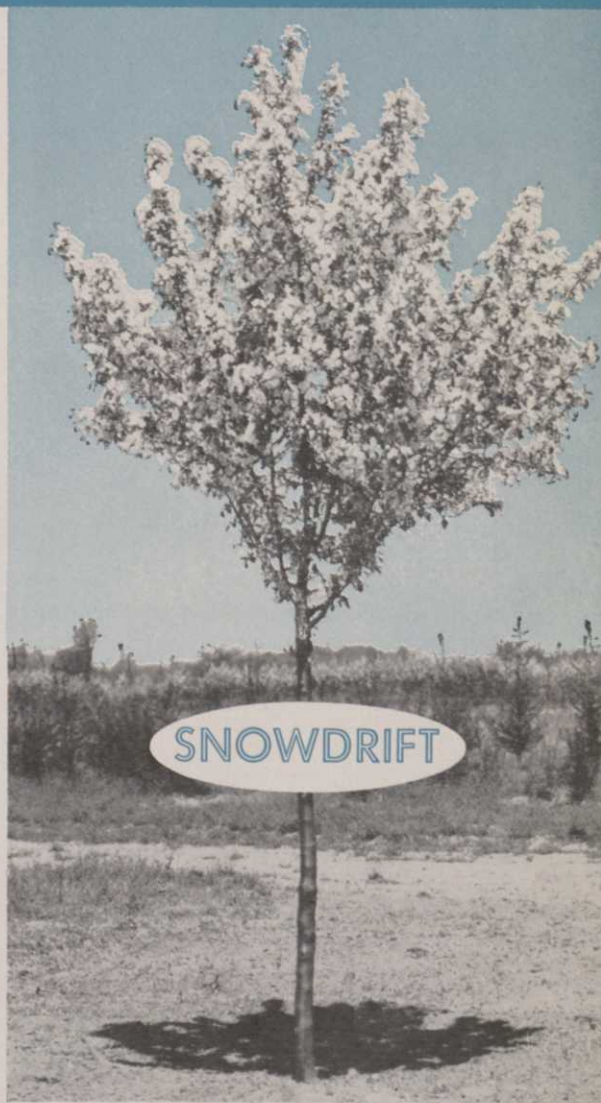
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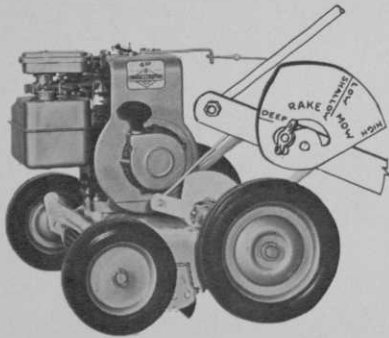
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PGA CELEBRATES

Continued from page 54

a multitude of expensive jams.

In the deals on the PGA headquarters which took the organization away from the main line of sports publicity news to become a caboose of Florida real estate projects, first in Dunedin, then in Palm Beach Gardens, Crane usually had to protect the organization without being told the full story.

Ed Dudley, PGA president from 1942 to 1948 inclusive, was a wonderful public relations man for the professionals but had only a dim idea of business and organization. His winning personality and his many friends in the business world helped bring the PGA through World War II.

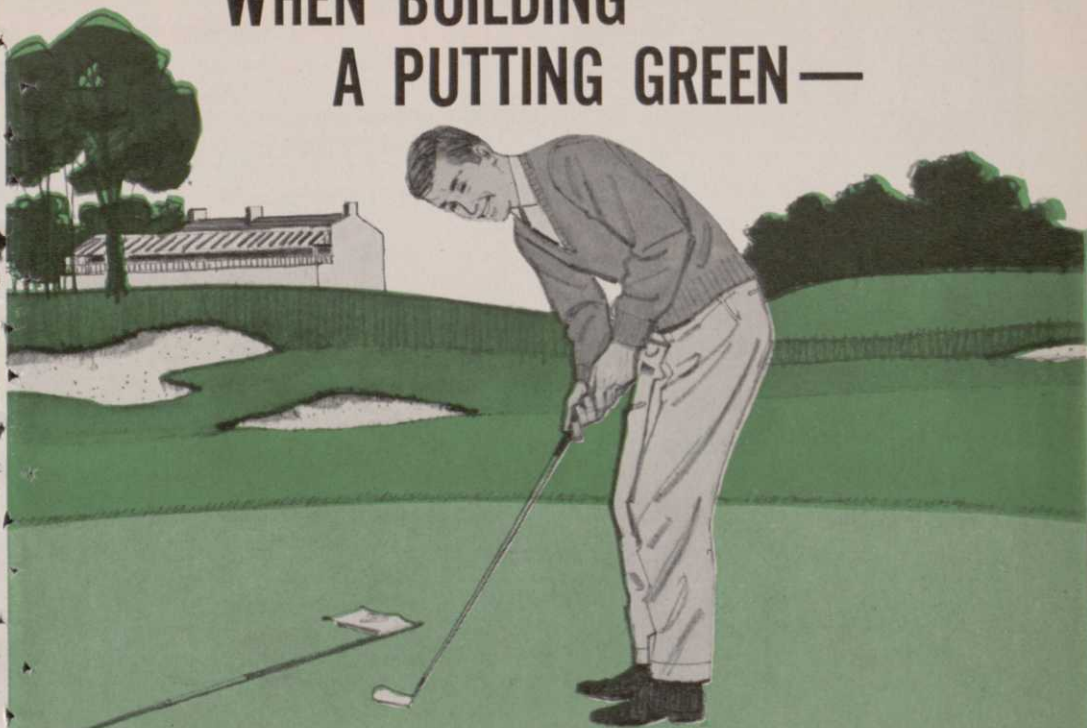
Maynard G. (Scotty) Fessenden, a wealthy Chicago golf enthusiast, who'd been president of the Western Golf Assn., and L. B. Icely, president of Wilson Sporting Goods Co. arranged to underwrite PGA tournaments, and their planning, plus payment of purses in war bonds, kept the tournament circuit operating on a diminished schedule.

Joe Novak, who followed Dudley and was president in 1949, '50 and '51, when the presidential tenure became limited to three years, brought the western part of the country into the PGA picture.

Horton Smith, who was president in 1952, 1953 and 1954, brought the PGA into closer relations with the USGA, the Western GA and other amateur and business organizations of pro employers. He also endeavored to get the tournament players, the tournament sponsors and the club professionals cooperating with mutual profit—a difficult task that has given headaches to presidents who followed Smith; Harry Moffitt, (1955, '56, '57); Harold Sargent (1958, '59 and '60); Lou Strong (1961, '62 and '63); Warren Cantrell, who was president in 1964 and 1965 and refused to run for a third term, and Max Elbin, now in the top office.

Business engineers who have come into the PGA to make studies and recommendations for changes in methods have privately admitted they wouldn't have the PGA president's unpaid job and responsibilities for a bundle of money. •

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SUMMER RECIPES

Continued from page 19

platter filled with wild rice. Put breast of chicken on and sprinkle on top with pineapple julienne, now cover it with the hot cream sauce. Decorate the top with strips of pimentos also hot, and place the banana, one on each side of the platter.

A. L. MARTIN, Manager
Congressional CC, Washington, D. C.

CHICKEN ZAGREB

- ¼ cup butter
- 5 sprigs parsley, chopped
- ¼ pound large mushrooms, sliced
- 6 eggs, slightly beaten
- ¾ cup dairy sour cream
- ¾ cup grated parmesan cheese
- ½ teaspoon tabasco
- 1 teaspoon salt
- ½ teaspoon paprika
- 1 cup diced chicken (use more if desired)
- 6 puff pastry shells

Melt butter in large skillet. Lightly saute parsley and mushrooms; turn gently. Remove from heat. Combine slightly beaten eggs, sour cream, grated cheese, salt and paprika.

Add chicken to mushrooms; reheat slowly. Add egg mixture; increase heat to high. With spatula or wooden spoon lift and turn mixture until slightly thickened. Spoon into heated puff pastry shells.

Makes 6 servings.

JACK O'NEILL, Manager
Oakmont CC, Oakmont, Pa.

SOLE EN COQUILLE, CHEF HALL

Clean some fresh filets of sole. Prepare a stuffing or dressing of fresh lump or king crab meat, bread crumbs, minced onions, mushrooms, green peppers, salt, white pepper and some nutmeg.

Saute the dressing lightly in butter for two or three minutes. Add a little heavy cream and bind with egg yolk or Bechamel. Make a roulade (roll) of each sole filet around the dressing. Tie or place closely together in a baking pan. Sprinkle with flour, dot with butter, add equal parts of dry white wine and a good highly seasoned Court Bouillon. Bake in a slow oven 30-40 minutes or until done. Be careful that the sole remains whole and does not break apart.

Place each roulade in an individual coquille

Continued on page 60

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SUMMER RECIPES

Continued from page 58

(or shell) and keep warm until needed. Mask with a rich hollandaise. Put in oven or under broiler until hot and brown. Serve immediately with pressed cucumbers.

ROBERT BENISH, Manager
Oakwood CC, Kansas City, Mo.

PRESSED CHICKEN LOAF VESTAVIA

Cut 3 roasting chickens in pieces, put in large kettle with 6 cups hot water, 1 cup sherry, ½ cup burgundy, 1 teaspoon salt, 1 carrot (sliced), 1 cup chopped celery, 1 small leek cut lengthwise, 2 bay leaves, 8-10 sprigs parsley, 2 sprigs green celery leaves, ½ cup chopped onion, 3 whole cloves, ¾ teaspoon savory, ½ clove garlic and ¼ teaspoon peppercorn (crushed). Bring to a boil, skim and turn heat down. Simmer gently for 1½ hours or until meat will slide or separate from bone. Strain the broth through a fine sieve into another saucepan and reduce it until one-half original volume.

Meanwhile remove chicken from bone in

fairly large pieces.

Check seasoning in reduced broth, add chicken meat and simmer 10 minutes longer.

Turn chicken and broth into a loaf pan 9-5-2. Put a heavy weight over the pan and refrigerate overnight.

To serve, unmold loaf, cut in ½" slices. Serve with blueberry or any tart jelly, green salad, potato chips. Garnish with olives and radish roses.

Makes 6 servings.

L. J. GRIFFIS, JR., Manager
Vestavia CC, Birmingham, Ala.

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Continued on page 62



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