

# Finances of the PGA

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TREASURER OF THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

Mention the word "treasurer," and one naturally expects to hear or read about finances. Consequently, the writer, being treasurer of the Professional Golfers' Association of America, will use the space allotted in this issue of the USGA JOURNAL to give a brief word picture of the financial structure of the PGA.

Financially, the PGA is divided into four departments, each of which operates under a budget approved by the Executive Committee and supervised by the Finance Committee and the treasurer. These departments are our Tournament Bureau, Magazine, PGA National Golf Club and that which is concerned with our functions as an association.

The finances of our Tournament Bureau are under the direct control of our Tournament Committee, subject to the Tournament Bureau Budget. The Bureau's income is derived in part from an appropriation which is received annually from the manufacturers of golf equipment through The Athletic Institute and the balance comes from the fees received for services rendered to the sponsors of approved PGA Tournaments. The Athletic Institute, incidentally, is a not-for-profit corporation operated by the sporting goods industry generally for the promotion of all forms of sport and no part of the dues income of the PGA is allocated to its Tournament Bureau.

## Magazine Self-Supporting

The PGA Magazine, which has a monthly circulation of some 8,000 copies, is now self-supporting, with its income derived from advertising and subscriptions. Each PGA member subscribes to the magazine through an allocation from his dues. The magazine has also become very popular with amateur golfers because of the many instructive, informative and interesting articles included and the number of amateur subscribers is in-



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creasing with every issue. Of course, a good portion of its contents is devoted to subjects which can be of assistance to the professional in his every-day activities.

The PGA National Golf Club at Dune-din, Fla., is the newest activity of the Professional Golfers' Association. A portion of each PGA member's dues is allocated to the Golf Course Operating Fund. This amount, with the green fees collected, maintains the club and permits a planned program of improvements to be carried out each year. The Club's facilities are used extensively by PGA professionals, not only as a vacation spot, but as an educational center and a "proving ground" for PGA recommendations and policies. With these ends in view, there is a constant program of activity there during the winter months which encompasses virtually every phase of the professional's work. The Club's facilities are also made available to the members of clubs with which PGA members are affiliated.

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paid 25 cents extra for caddying in the rain, at the discretion of the caddie-master. If kept waiting during the lunch period, a payment of 25 cents was recommended, and if kept waiting an unreasonable period of time, in the judgment of the caddie-master, it was recommended they be paid 40 cents per hour for such time.

An additional 25 cents for twilight rates was recommended, starting as early as 4:30 o'clock at some clubs.

Group buying of T-shirts bearing club insignia and caddie badges also has been done through the committee's efforts, accomplishing worthwhile savings for the boys.

"Two of the most important points these days, we feel, are the contacting of school officials to get their cooperation and reaching parents to impress them that caddying is a preferred form of employment for their boys," says "Bud" Miller.

"By stressing the relative advantages of caddying to school authorities, and by writing letters to parents, pointing out the opportunity for their sons to earn money under trained supervision in healthful surroundings, many of our

clubs are able to get caddies excused from school when special tournaments occur."

In three years, members of 23 DDGA clubs contributed \$6,409.28 to the Standish Scholarship Fund of the Evans Scholarship Foundation. This is adequate to cover five scholarships used by caddies from DDGA clubs, but the interest in this program is so great that Miller is going to devote his time to it, turning over caddie welfare duties to Gordon Birgbauer, of Lochmoor.

Oakland Hills Country Club members contributed \$2,250 of the Standish Fund last December when 479 members were interested as the result of a campaign initiated by Jack Henderson. It was the second largest club contribution in the nation last year.

If the plans of Miller and Jerome P. Bowes, Jr., President of the Western Golf Association, materialize, 40 Michigan caddies will receive such scholarships. Bowes told DDGA directors there is such enthusiasm for the program in the Chicago district that he anticipates 60 clubs there will have 100 per cent subscription by their members for the WGA bag tags in 1951, one of the four revenue sources of the fund.

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The fourth department of the PGA is that which pertains to general activities. These are financed entirely by the dues of the members of the association through the association's General Fund and allocations are made from these revenues to various committees and projects for the wide program of other activities which the PGA carries on. These are much too numerous to detail in the space allotted this article, but more will be heard of many of them in succeeding articles which will appear in the JOURNAL below the names of the officers and committee chairmen in charge of each.

#### Aim Is To Promote Game

The operations of the PGA's headquarters office at 134 N. La Salle St., Chicago, which handles the many details required in the conduct of an association of 3,000

members, are also governed by the Association's General Fund Budget. A \$1,000 life insurance policy for each member is also provided for in this budget and many of the other activities which are included are designed to create new golfers and promote golf's popular acceptance and growth through the PGA professional. Among the latter are such things as the association's programs of Junior Golf and Caddie Training and Welfare.

With this same end in view, many other activities are constantly under way which are also designed to keep the PGA member up to date with respect to better methods of serving the amateur golfer. This is another method of insuring the attainment of one of our major objectives — that every golfer may derive the greatest possible measure of enjoyment and benefit from a truly great and beneficial game.