Swinging around golf
By HERB GRAFFIS
News of the Golf World in brief

The USGA Golf Journal's article on "The Golf Shop Concession" had a lot between the lines, the main point being that seldom do the pros or their employers have a clear idea of what the financial score is in pro department operations and how it relates to other phases of club business . . . PGA has been considering establishing a Bureau of Golf Business Research in identifying the association as the top authority in golf goods merchandising, but it's probable the pros will lose many millions before this action is taken.

Golf club managers got top billing in the official roster of the Club Managers Association of America elected at the CMAA 1967 annual meeting at Los Angeles . . . Horace G. Duncan, general manager, Cherry Hills CC, Englewood, Colo., was elected 35th president in the 40 years of the managers' organization . . . Vice president elected was Joseph J. Donoghue, general manager, Losantiville CC, Cincinnati . . . H. Alton Owen of Harbor View Club, New York City, is secretary-treasurer . . . Country club managers elected this year to the Board of Directors are Peter A. D'Angelo of Hampshire CC, Mamaroneck, N.Y.; Gerald V. Marlatt, Northmoor CC, Highland Park, Ill. . . . Hold-over directors of the CMAA include country club managers Ed Fleck of Hillcrest CC, Kansas City, Mo.; Lloyd G. Weber, Mayfield CC, Cleveland, O.; William J. Hodges, Paradise Valley CC, Scottsdale, Ariz.; and Willard (Red) Steger, River Oaks CC, Houston, Tex.

In the CMAA Outlook, the Managers' monthly bulletin circulated to members and to many club officials, golf and other business writers, there is a "Year-End Summary" of the CMAA funds sources and uses that concisely tells what the score is . . . The only other national golf organization freely telling its financial story is the USGA . . . The PGA always has been reluctant to make its financial position public, although frankness in this respect would make pros look good collectively as businessmen . . . The GCSA apparently hasn't quite reached the point of believing that all its members are interested in or understand business figures despite the gigantic expenditures of superintendents annually in course maintenance . . . The CMAA freely circulated financial statement is an indication of managers sharing with their employers an understanding of the value of money in club operation . . . It may be a sign of the financial savvy underlying the growth of the general manager trend while the PGA and the GCSA are trying to get their members brighter spots in golf's economic sunlight.

Many pros have the hunch that the roster of women golfers will be increasing this year in a higher percentage than men . . . Hard to get a close guess on increase in women's golf as there's a great variation between clubs, and manufacturers usually keep the figures on women's golf sales to themselves . . . You'll see some attractive general advertising on women's clubs this spring . . .

Pro golf had better steam up on this
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say goodbye

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GRAFFIS SWING

market and accent pro quality as a status symbol . . . USGA increase of Women’s Open prize money by $5,000 to $25,000 for event at Virginia Hot Springs, June 29-July 2 shows the USGA, as usual, is close to what’s going on.

Tony Lema Memorial Tournament at Marco Island (Fla.) was an event Champagne Tony would have loved . . . Benefit for Hanna Boys’ Center in California with Msgr. William O’Connor, presiding padre of the kids’ home, high man in the show, and Richard Nixon, Gordon Buggs, Gene Sarazen, Don McNeill, Perry Como, Mickey Mantle, Jimmy Demaret, Joe DiMaggio and many other celebrities putting on the biggest pro-am Florida has seen . . . The three Mackle brothers who’d hired Tony to promote the Florida version of the romantic South Sea islands and Tex Bomba, the last of the big champagne pushers, were adroitly engineered by Fred Corcoran into making this a gay tribute to the memory of a cheerful fellow.

British Open prize money increased approximately $7,000 to $42,000 . . . Open prize money was $100 in 1893 . . . Championship will be played at Royal Liverpool, July 12-15 . . . Sale of Arnold Palmer Enterprises, Inc., to National Broadcasting Co. has ABC and CBS figuring out how to handle Palmer on televised tournaments . . . A spring session of the PGA tournament players’ training school will be held.

Every superintendent in territory where courses are subject to winter injury ought to get Bulletin No. 5 from Charlie Wilson of the Milwaukee Sewerage Commission (Box 2079, Milwaukee 53201) covering the two-day golf turf symposium co-sponsored by the Milwaukee GCSA and Milorganite . . . Superintendents Deschler, Faubel and Kress and Milorganite staffers Latham and Welch conducted the affair . . . Inadequate drainage, and drying-out on wind-swept areas in the winter and traffic when the ground is

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thawing in spring were named as sources of much turf trouble in summer.

National Golf Day this year to be on Memorial Day, May 30, with Billy Casper as National Open champion and PGA champion Al Geiberger playing to set the score against which National Golf Fund entrants will play for their $1 entry fee. Contestants' rounds may be played any time during the two weeks preceding Memorial Day. Entries whose net beats the low score of the Round of the Champions will receive a bag tag telling of their feat. The $1 entry fee goes into the National Golf Fund for distribution to caddie scholarships, turf research by USGA, to the GCSA for aid to turf scholars, PGA education and welfare funds, military hospital golf programs, and amputee tournament expenses.

Golfers on Washington and Oregon courses are getting a bonus in valuable new ideas in management of their courses from an inspection trip 22 of the states' course superintendents made early this year to courses around San Francisco and Monterey and several courses en route from Portland in a chartered bus. The bus for a week cost about $40 a man and other expenses run total per man cost to between $150 and $200. Cliff Van Poucke, for the past 12 years pro at Woodridge GC, Lisle, Ill., now is the club's manager.

Alameda, Calif., remodeling its municipal course to plans of Sarazen, Muirhead and Caldwell. Desmond Muirhead did the designing and Ken Caldwell is in charge of construction. Bob Spence returns to Port Royal Plantation GC, Hilton Head, S.C., as pro. He was there in 1963 and 1964, coming to the club when the course, designed by George Cobb, was being built. Golfers rarely realize or appreciate the time unpaid officials spend in working for them. Chicago District GA tournament chairman Ralph C. Peterson and continued on page 100
GRASS SWING
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his committee members devoted 2,279 hours to conducting the CDGA championships.

Hart Publishing Co., 510 Fifth Ave., New York, N.Y. 10011, has published a paperback edition of George Houghton's "Portrait of a Golf Addict." He costs only 95 cents... Houghton is golf nutty and a fine cartoonist... He can see and picture the touch of golf that makes the world of golf belly-laughing kin.

To make himself a stand-out in televised tournament, Brian Allen, young British pro has grown a beatnik beard... Hope he does better with a putter than he's done with a razor... The kid who was 20th in the British standings last year, now looks like General Grant between Vicksburg and aspirin... C. Dudley Wagstaff is building the Sugar Loaf Mountain 18 at Cedar, Mich., near Traverse City... It's a par-72 18 with the first nine opening this summer.

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