The IBM computing system in the Open was fine in telling the score, the box-score (putts, greens hit in regulation figures, drives in fairways and rough), and lengths of drives on some holes, but veteran golf writers said the computer didn’t do a thing to build color for the competitors and excitement for the gallery... The mechanics didn’t come close to providing the drama of the smart golf of Ed Furgol in winning the 1954 National Open by playing a shot from left of the 72nd fairway on the lower course onto the upper course then onto the green and beating Gene Littler by a stroke.

PGA Merchandise Show at the PGA courses, Palm Beach Gardens, Jan. 20-23, 1968, the Seniors Championship Jan. 25-28... PGA Stroke Play Championship, Jan. 8-11 and Match Play qualifying Jan. 16, Matches, Jan. 18-22... Rocky Mountain PGA co-sponsor of Merchandise Show to be held at Las Vegas at the Riviera Hotel Nov. 5-8. Robert Case of Beverly Hills, Calif., is the promoter.

Opening of Los Angeles County’s Department of Parks and Recreation Marshall Canyon 18 brings the county’s 18-hole course total to 12... The county has nine 9-hole courses... Marshall Canyon course, like many other of the county’s courses, is financed by the Retirement Board of the County Employees’ Retirement Association under a long-term lease-purchase agreement with LA County Board of Supervisors... Bob Clare is pro at Marshall Canyon, Jack Ryan is golf supervisor and Philip Jackson is course superintendent... LA County Department of Parks and Recreation is world’s largest operator of golf.

Thinking of many city, county, state and other political divisions that are getting into public golf or considering getting in, I’d urge the outfits to send park superintendents or whoever else will be in charge of public golf, to Los Angeles to study that operation... It will save public money, time and provide better golf... New York City Park Department is also well worth studying.

Congratulations to Toney Penna who sponsored a driving range and golf clinic for kids at Jupiter, Fla... City commission by unanimous vote named a street Toney Penna Drive... Toney has helped more youngsters in golf than you’ll ever realize... His brother, Charley, pro at Beverly CC, Chicago, venue of 1967 Western Open, also has been honored by the management of the world-famed Club Corsica, which has named its deluxe 11-course dinner with wines, the Charley Penna Snack... Bing Crosby who ate there after playing with Charley, the late and marvelous Scotty Fessenden and me, said two more meals at that place and he’d eat himself out of the pictures.

I get a lift out of Joe Ryan, secretary-treasurer-manager, CC of Columbus, Ga., telling about the club’s seventh annual junior southeastern tournament, which is scheduled there July 31-Aug. 2... Too many clubs are operating on the big idea of the old folks who have money or expense account exemptions and forget the kids and young parents... Good thing about high price of borrowing is that it’s

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restraining some clubs from dizzy spending for capital improvements that will be out of date in a few years and, in cost, will discourage the membership and patronage of younger people.

Majority of public courses have increased green fees this year . . . They’ve had to pay course operating employees more money or lose them . . . And public course players now expect private course conditions . . . Amazing how many American golfers commented on the bad condition of a green (I think it was the 17th) in the Canadian Open which was televised . . . Obviously the green had been put into play before it was ready . . . Putts went every which way.

A man who possibly buys more sports TV time than any other advertising agency executive said to me recently, “You’d think from some television commercials that pros must be driving on $10 patched tires to play 30 cent balls in $3,000 tournaments. Golf had better not lose its quality mark.”

The latest flare-up of the journeymen pros wails about the PGA mistreating them by building $4,500,000 annual tournament business and millions in fringe benefits would have been very funny if it hadn’t been so dangerous and, in a way, embarrassing to our boys . . . They’re fine fellows as show window exhibits who
are doing very well financially for themselves without having identified themselves as business geniuses. The idea of responsibility to golf and golfers seems to have escaped too many of them although the game in general, its amateurs and the PGA pros who developed and serve the amateur market, have done a tremendous job for pro tournament golf.

In all the stories about the PGA family fracas there was not a single reference to "what we owe to golf and golfers." Lack of specific information from both sides of the controversy was noted by sports writers. But that's to be expected from pros as a long-time PGA policy which is being improved by employment of Fred Corcoran as public relations advisor. Fred partially penetrated the PGA official noggin with the notion that there was more to publicity than pro golf using sports writers at the pros' convenience, and when it would do pros collectively or individually some good.

In acquainting some younger pros (and a few older ones) with the facts of life, they have to be reminded that not too many of them have even their own relatives buying tickets to be in their galleries and that the PGA by representing immense buying power and building public interest in golf has done a job that businessmen must regard as fully worthy of cooperation and support instead of being handicapped by bellyaching that is fouling the nest of nice lads who ought to know

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**Graffis Swing**

continued from preceding page

better . . . Manufacturers are getting worried about this.

Wouldn't you think that the journeymen pros would get smart when the Golf Writers Association awarded Max Elbin, PGA president, the William Richardson Memorial Trophy for pros' service to all areas in golf?

What confuses me, after 40-some years of writing golf and figuring in the promotion of fairly big money for playing pros, is that nice kids get themselves clumsily tangled in such a mess . . . After being able to contribute a trifle to the buildup of golf on which today's playing pros are cashing in, I'll confess I just don't know how to follow up on stories of the colorful days and nights of Hagen and Armour and Cruickshank, and the magnificent "onward and upward" of Hogan, and of Bob Jones who could make a golf shot under pressure or light a cigarette with the heavenly grace of Nureyev leaping in a ballet pas . . . Now, I think of one of the finest kids I ever saw winning the PGA championship, which bubbleheads want to destroy, giv-

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ing writers the problem of creating color out of peanut butter and jelly sandwiches... Beats me... By the way, golf writers at the Open said that of all the fellows they'd seen lately grow into a sound sense of press relations Jack Nicklaus is Top Lad... How lucky Nicklaus and Palmer are with their wives being two of the smartest young wives I've ever seen in sports in promoting press and business relations of their husbands.

Joseph F. Finger, Houston architect, is going intercontinental... He is designing 18 for Winthrop Rockefeller

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Pro or Assistant — wants to enter golf field, any area. Experienced, and excellent golfer. Good references. Marshall Slaton, 170 Weeds Drive, Annapolis, Maryland. Colonial 3-4265.

Golf Professional — 20 years experience in all phases, including Teaching, Tourney Director, Management. Available for interview. Johnny Moran, Aurora Hotel, Aurora, Illinois.

Scotsman, Single, Age 26, with 6 years experience as Assistant Professional, seeks similar position; commencing November. Inquiries to: Gordon Thomson, Golf Club, 7310 Bad Ragaz, Switzerland.

Excellent teacher, Golf Teachers Association Member, now employed, wants change from present location to club as Head Pro or Driving Range Manager. Locate anywhere, Married man, 48 years old, no bad habits. Write Box #267, c/o GOLFDOM.

Superintendent. Age 28, married, two children. Experienced in all phases of fine turf maintenance, course rebuilding. Desires Mid-West area. Write Box #268, c/o GOLFDOM.


Assistant Pro would like position anywhere in Florida. For Winter months. Experienced in teaching, selling, club repair, etc. Married, 3 children, can supply recommendation. Available November 1, 1967 thru May 1968. Write Box #271, c/o GOLFDOM.

Class A PGA Pro; Age 32, Five children; Presently employed. Would like 18 hole Country Club in Eastern States. Write Box #272, c/o GOLFDOM.

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Graffiti Swing

continued from preceding page

and Dallas and Little Rock businessmen to be built in the Costa del Sol shore of Spain and 18 surrounded by home sites for the Club Atlas of Guadalajara, Mex. Course that Finger built at Little Rock for Winthrop Rockefeller opens this fall... Other Finger jobs are a new 18 for Glen Oaks (N.Y.) Club and 18 for the new Cedar Ridge Club, Tulsa... Ellis Maples of Whispering Pines, N.C., designed 18 for Grandfather G&CC, Linville, N.C. First nine opens soon... General Manager is Joe Lee Hartley. Aylor Rogers is superintendent... Course and resort residences are at base of Blue Ridge range 6000 ft. Grandfather mountain... Reporters took time out from covering the Summit conference at Glassboro, N.J. to play the Pitman (N.J.)... Supt. Steve Rudolph had the course in better condition than LBJ and Kosygin were able to get their business.

Matt Jans, 69, died July 10 at St. Francis hospital, Evanston, Ill., after a long illness... Illness forced his retirement as pro at Rolling Green CC (Chicago dist.) in 1958... Previously he was pro at Racine (Wis.)... He'd served as Wisconsin PGA president...
He is survived by his widow, Catherine, a daughter, Mrs. Gloria Grantham and two brothers.

George Corcoran resigns as pro at Greensboro (N.C.) CC where he's been since 1946 and goes to Marco Island (Fla.) CC as golf director ... Marco Island is great new development of Mackle brothers on the Gulf about 30 miles southeast of Naples ... Its 18 designed by Dave Wallace is a fine job and in excellent condition ... It was scene of a VIP pro-am last winter as a memorial to its first playing pro Tony Lema ... Tom Weiskopf is Marco Island's journeyman pro now.

Jack Ross retires after 32 years as pro at the Everglades Club, Palm Beach ... He is succeeded by his long-time associate Jack Halvorsen ... Ed Chatterton opens his new Oak Tree CC near Hubbard, O. ... Bob Loughery is general manager and pro ... Eddie Ault was architect ... F. A. (Red) Jones now manager, Cedar Hills G&CC, Lebanon, Ill. ... Robert F. Warner, 630 5th Ave., New York, issued its new list of luxury resorts with 36 in continental U.S. and 44 outside ... and with 68 18-hole and 13 9-hole courses listed ... It's a useful book for pros whose members ask them about golf trips.

WANTED — Manager or Pro Manager, North Central Ohio, 9 hole Course, 10 years old, Clubhouse, Pro Shop, Snack bar, qualified to take over complete operation, send resume and availability. Write Box #264, c/o GOLFDOM.

SALESMEN WANTED. To sell a full line of Emblem Caps, Golf Jackets, Hosey, Shirts and Accessories. 10% commission. Write Box #222, c/o GOLFDOM.

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WANTED: Assistant Superintendent Private Club, Chicagio District — Furnish resume of experience, education, references. Advancement due to retirement in near future. Write Box #265, c/o GOLFDOM.

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Golf Course Superintendent wanted — Private Club, 18 holes, Midwest. Must know grasses, fertilizers, fungicides and equipment maintenance. Write Box #269, c/o GOLFDOM.