Swinging Around Golf

**by Herb Graffis**

Pro shop sales this spring generally have been far, far ahead of previous records ... Even at public courses where there are pros complaining about cheap club, bag and ball competition of stores, sales are much better than expected ... Aluminum shafts, of course, gave much better than expected ... Reports from PGA business schools and PGA spring sectional meetings, from pro and pro salesmen, is that no manufacturer has an edge in the women's first class club market ... There's no trade-in problem for pros on women's clubs ... Pros simply tell the ladies to give their cheap clubs away now that they're getting quality equipment. There's absolutely no market for the used cheap stuff.

Pros are finding it easier to switch brands of clubs ... They have been doing it more often in demonstrating that the pros' knowledge of the customers' game, the pro's intimacy and responsibility outweighs by many millions of dollars any other factor in influencing the golf consumer ... Several times at the spring business studies of pros it was brought out that despite "pro only" lines in consumer advertising, manufacturers have a large amount of educational advertising to do to get pro merchants working with them.

The aluminum shafts had better work out well, if not miraculously, for enthusiastic buyers and the pros who sold the clubs ... The clubs were bought on the pros' say-so. ... Hubby Hubjan, pro at the famed old Onwentsia Club in Lake Forest, Ill., a very successful maker of custom clubs for his own members and members of pro friends' clubs, says the aluminum reduction of about 15 per cent in shaft weight and transfer of this weight to the clubhead is the biggest sales and performance point pros have been able to offer club buyers in years ... His sales confirm his opinion.

Hubjan, an excellent player and teacher as well as clubmaker, also is an adept publicist whose advertising policies all pros might well study ... He was PGA 1965 Pro of the Year ... Hubjan gets $32 for aluminum-shafted woods and $22 for aluminum-shafted irons ... He makes many clubs for women ... He collaborates with pros at the women's clubs ... He maintains that it's even more important for women than for men members to have the help of expertly fitted custom-made clubs.

Madison (Wis.) Park commission's new 36-hole southeast courses have been christened Yahara Hills ... "Yahara" is an Indian name ... Park Commission members and others don't know what it means ... Non-residents of Madison have to pay $1 more than residents for a round ... Demos Jones switches as pro to Robbers Roost GC, Beaufort, S.C., from Fripp Island GC where he's been two years ... Ray Robison now pro at Countryside course, Youngstown, O.

Green Hill, Worcester, Mass., many course to be rebuilt to plans of Wm. F. Mitchell ... Contractors were asked to submit two bids; one for entire 18 holes with course closed during the work and the other for nine-holes being kept in play.

Dudley (Waxo) Green of the Nashville Banner was re-elected president of the Golf Writers Association, at the writers' annual meeting at the Masters ... Roger Barry, Quincy, Mass., Patriot-Ledger was re-elected Waxo's back-stop as first vice president ... Bill Shirley, Los Angeles Times was elected second vice president ... John Bibb, Nashville Tennessean, who's across the hall from Green in the Nashville Temple of Public Intelligence, was re-elected treasurer ... No secretary was elected to succeed the late Charles (Father) Bartlett ... A portrait of Charley, painted from a masterly photograph Eldo Thompson shot for Golf World, was unveiled by Bartlett's son Mike, at the working press inner sanctum ... The artist's job was great ... Bob Jones wrote the dedication that's beneath the picture ... Cliff Roberts and Bob had the sweet thought of naming the room the Bartlett Press Lounge ... In the Bartlett Press Lounge at the Masters there are a lot more interesting expert interviews of tournament contestants than the TV stuff you hear although the richly paid TV guys certainly are no dummies ... What the golf writers need is somebody like Cliff Roberts to discover them for telling in ears what the camera tells to eyes ... The writers' stories built up the Masters so it became a prize television property ... Now only Henry Longhurst, a British golf journalist, gives a touch of Grade A ear reporting, in a Cantabridgian accent ... Articulate and vivid American golf writers are shut out ... That's one reason why so many U.S. TV presentations are becoming dull.

The de Vicenzo scorecard error

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MONEY BAGS

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— Satisfies golfer's need to exercise, without fatigue

Pay yourself with a demonstration.
The name of the game is profit and our new 4-bagger doubles your potential. Call or write us today for a demonstration. That's free.

Graffs
made the 1968 Masters one to be long remembered . . . Roberto's admission "I am a stupid" put him into a lot of distinguished amateur golfing company because of a long outgrown silly rule that makes the pencil mightier than the clubs.

Fred Corcoran and Golf magazine editor Ross Goodner covered the need for modernizing golf rules in February issue of Golf so well, the Masters case made them look psychic . . . Corcoran is tournament chairman of the International Golf Association which since the beginning of its Canada Cup international pro team competition in 1953 never has had a scorecard error although it's had players from 39 different countries . . . The first Canada Cup victory was won by the Argentine team of Roberto de Vicenzo and Antonio Cerda . . . Tournament officials of the host countries check the card and there is care, no haste, in the checking with the players, most of whom are separated by language out-of-bounds-from officials.

Stroke play is a comparatively recent innovation in golf . . . It is first mentioned in golf history (vide "A History of Golf" by Robert Browning) as scoring at St. Andrews in 1759 . . . By that time golf with its scoring method of match play had been a popular sport in Scotland for 300 years . . . So don't be in a hurry, in another 300 years the USGA and R&A will catch up with the change in conditions that knocked Roberto out.

As Joe Dey said on TV, the

Won't you help us?
Although GOLFDOM tries to reach everyone responsible for golf club operation—manager, president, pro, superintendent, etc.—we can't help but overlook a few persons who should be seeing the magazine. You can help us by passing along your copy to those associates or staff members who might be directly interested. Such an increased readership should be beneficial to both of us. Thanks.
player is responsible for his score . . . Then why not have him record his score instead of having another player do it? . . . Why not have him go into the press room and be interviewed by reporters who can tell the difference between 4 and 3 on a card instead of rushing a close contender for a golf championship past a scoring table for a TV show . . . Smart TV direction, it seems to me, would have had a close-up of the de Vicenzo and Goalby scorecards, as "unofficial," of course, before tournament officials had checked the cards.

The unfortunate and avoidable part of the deal was that the Aaron scorecard was in error and de Vicenzo paid the penalty . . . To believe that Tommy Aaron didn’t have enough to think about playing his own game without having the responsibility of keeping another’s score is not giving young Mr. Aaron credit for being a normal, real smart mortal . . . I have kept score for a "fellow-competitor" and have asked "Pardon me, wasn’t that a 10 instead of a 9?" and have the fellow-competitor call me names that would pucker the ears of the Rules of Golf committees of the USGA & the R&A . . . I never have had to ask, "Wasn’t that a 3 instead of a 4?"

A very tough part of the affair at the Masters is that golfers years from now will be asking "Who won the Masters when that South American was ruled out?" just as some lately asked, "Who won the Women’s Open the year that Jackie Pung was ruled out by being handed a wrong scorecard . . . Betsy Rawls is the answer and Betsy also won the Women’s Open in 1951, 1953, 1960.

We have seen the nature of the game altered by the legalized ball lifting and laundry jobs on greens . . . I have a recollection of another British Open champion, Peter Thomson, being disqualified by signing an erroneous scorecard handed to him at a Masters tournament . . . And of the man who kept the card being one of the most careful fellows in pro golf.

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For more information circle number 182 on card

WILT and DISEASE ...have one thing in common THEY ARE MORE SEVERE IN AREAS OF POOR WATER MOVEMENT

AQUA-GRO ...moves water... prevents overly wet or dry areas that encourage wilt and disease

For more information circle number 270 on card

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That de Vicenzo card is something for the USGA Golf House museum.

Bob Jones, The Greatest, was not able to get out on the course or on TV to be seen by the millions to whom he still is golf's "verray parfit gentil knight"... Many to whom Jones is Top Man in golf history never saw him play... Bob is in bad physical condition but still the same brilliant personality mentally.

The Golf Writers' annual tournament and party at the Dunes Club at Myrtle Beach, S.C., is the best of all sports writers' affairs, even though the multi-millionaires who've gone into pro football, baseball, basketball, hockey, etc., have presented some gorgeous wing-dings... This affair, just as a pre-Masters gathering of the golf writers, got millions of dollars in nationwide space for Myrtle Beach and made the place the number one stop for golfers between Florida and the northern courses.

When there was a rumor that Myrtle Beach might not want the writers there were a half dozen Carolinas and Georgia coastal golf resorts eager to be hosts to golf's ink-stained wretches.

But the Dunes Founding Fathers received the Yankee migrants the week-end before the Masters with the old southern hospitality and absolutely the best coastal cooking this side of Marseilles... Bob Drum in conducting the auction with Seagram, Schenley, National, as co-sponsors, did his funniest and most beguiling job... Des Sullivan of the Newark (N.J.) News was winner of the Harlow trophy for low gross with a one-over-par 73 and nobody was sore or wanted to check the scorecard... There was a bronze memorial tablet presented to Charley Bartlett... It noted his performance of taking 22 at the Dunes 13th hole... Bob Drum wrote the inscription which ended with something about Father Bartlett counting every stroke... Charley always did that... The Drum inscription was a pretty thing that should go with that Granny Rice poem about the great scorer.

Some of the most effective pro
advertising I've seen this spring are the golf columns that are being written for small town papers... As for instance, that column John Danielson has been writing for the Lake City (Fla.) Reporter... He's making steady golfers out of many Yankee immigrants... And proving himself decidedly a community asset... Last winter and early spring we heard from a lot of pros who were teaching high school night classes in golf to older men and women who soon were to retire and wanted to take up golf... The way I've seen it is that the girls past 60 who have started golf in California, Arizona and Florida quickly get better than elderly male beginners.

Speaking of the always-young-folks Jack Redmond, the veteran trick shot artist, is on his eighth around-the-world tour... Redmond has performed in 97 countries... Kenneth M. Kier has been engaged as pro by the Mid-Pacific CC, Lanikai, Hawaii... Mid-Pacific recently spent $200,000 in renovating with course being up-dated to plans of Bob Baldock.

Cliff Cook from Kent (O.) State University course to pro job at new Belmont CC near Perrysburg, O... Wm. K. Ritchey appointed Belmont manager... He came from Twin Hills G&CC, Oklahoma City... Toni Matt, former U.S. ski champion, becomes course superintendent and ski manager of Spring Green, a 3,000 acre year-around resort in Wisconsin surrounding Taliesin home of late Frank Lloyd Wright, famed architect... Robert Trent Jones designed Spring Green course now under construction... Matt has been superintendent at Quaker Hill CC, Pawling, N.Y... Saginaw (Mich.) CC replacing old clubhouse with $819,000 establishment.

Evansville, Ind., talking about building 18-hole public course surrounding Angel Mounds, which archeologists have been exploring as the site of Indian villages during 14th and 15th centuries.

Superintendents and their chairmen at numerous clubs have been discovering this spring that they overlooked an important need last fall in not planning and budgeting new bridges on the course... Continued on next page
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rake trap. Fully guaranteed with tough
plastic head. See your distributor, or
write:

Graffis  Continued from preceding page
Bridges for golf cars often were de-
signed, built and located without
any idea that the car traffic would
reach its present volume...

GCSA of Southern California
names its officers for the ensuing
12 months: president Randall K.
Andreason, superintendent, Meadow-
owlark CC; vice president Richard
Eichner, San Ana CC, ... Three
directors are to be chosen from the
nominating committee's list: Nick
Del Selva, Donald Fitz, Wm. Hol-
den, David Mastroelo, Harold Mol-
lon, Manuel Orozco, Ron Taboriski,
Art Warren, Jack Wear and Jerry
Woffinden.

Johnny Spence signed as pro by
Mid-Carolina Club, now building
course and clubhouse at Newberry,
S.C. ... Maple Bluff CC, oldest
course in Madison, Wis., is being
modernized ... Maple Bluff was
one of the first courses in giving
expert artistic attention to land-
scaping around the tees ... Air land-
ing strip to be built between the
two courses of the Makaha Inn and
CC in Hawaii ... A helipad will be
in front of the Inn ... Island-hop-
ing by plane is a major factor in
the booming golf development of
Hawaiian Islands.

Sam Emerson hired as pro by
Beaver Hills CC, Cedar Falls, la.
... Tuscon, Ariz., buys El Rio 18-
hole course and buildings from
Henry S. Rosenberg and son, of
Toronto, for $516,000 ... City will
make annual principal and interest
payments from 35 per cent of gross
of green fees plus a percentage from
concessions ... El Rio is Tuscon's
third muny course ... Southern
California GC is planning a pension
program for employees of SCGA
member clubs ... SCGA also is
preparing ... Remodeling Mount
Massive GC nine at Leadville,
Colo., said to be highest golf course
in U.S., at about 10,200 ft.
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Al (Lefty) Mauro now pro at Sidney (N.Y.) G&CC . . . Dr. John W. Douglas dentist at Punta Gorda, Fla., heads group planning to build 27-hole course for American Dentists’ Club at Charlotte Harbor, Fla., on shore of Florida west coast’s famous tarpon fishing bay . . . Club expects to have 1,500 members and motels and residential sites . . . Archie Mustoe now manager, Forest Hills CC, Reedsport, Ore. . . . Virginia Beach (Va.) city officials say they plan to interview eight architects before selecting one to design the city’s proposed course.


Charles Raisch now pro at State College (Pa.) Elks CC . . . He was pro manager at Sunset GC, Olmsted AFB, Middletown, Pa. . . . Bill Bisdorf goes to Grosse Ile CC in suburban Detroit, as pro . . . For nine years Bisdorf was pro at Green Gables CC, Denver . . . Carol E. Hansen, Bakersfield, Calif., building 18 east of Sanger, Calif., on King’s river . . . It will be the Sherwood Forest GC . . . Hansen for past three years was pro at Stockdale CC, Bakersfield, Calif., and before that was pro at Kings River G&CC, Kingsburg, Calif. . . . George Kelec now pro-superintendent, Sunset GC, Middletown, Pa., recently taken over by Londonderry Township from Air Force.

Twin City G&CC, Rogers, Ark., closing after 33 years . . . Property was sold to Prairie Creek Development Corp. which is building 18-hole Prairie Creek CC course and clubhouse and will give memberships to 150 of the Twin City members . . . Fred Vann will continue as pro . . . Victor Ross now pro at

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Soda Springs (Ida.) CC. . . He was assistant to George Orullian at Idaho Falls . . . Art Wilson awarded three-year contract for managing golf course, operating pro shop and teaching at Sunnyvale, Calif., new muni course.

Hal Whittington, veteran Michigan pro, buys Clarklake GC at Jackson, Mich. . . Bob Hanson succeeds Gene Root as pro at Lakewood CC, Denver . . . Hanson was pro at Woodmoor GC, Monument, Colo. . . . Harold Warriner, Wisconsin amateur turns pro to take job at Maple Grove CC, LaCrosse . . . Larry Holloway now is pro manager, Covington (Tenn.) CC . . . Larry Bradley signed as pro at Casa Blanca course, Laredo, Tex.

There aren't many more pros left of the type of Herman Piegie who died, age 67, a while back at Franklin, Mich. . . . He was owner of the Mason (Mich.) GC which now is operated by his son Ralph and Herman's widow, Louise . . . When he was eight he tagged along with his brothers to caddy at the Idlewild CC in suburban Chicago . . . The caddy master gave him a lady's light bag . . . When the kid finished the round he'd sit on a box by Cliff Booth's pro shop and listen and look . . . Booth took Herman as his assistant to Oakwood CC, Kansas City, Mo. . . When Booth joined the Army in World War II Fleibig at 16 became the club's pro . . . Then he served as pros at clubs in Illinois, Indiana and Ohio before going to Knollwood CC in suburban Detroit where he was pro for 23 years; until 1954 when he bought the Mason club . . . Friendly, competent "Flebie" was a genius.