



# HERB GRAFFIS

## SWINGING AROUND GOLF

### TPD OPENS ITS BOOKS

Deane Beman, the commissioner of the Tournament Players Div. of the Professional Golfers' Assn., has made a smart move in the early stages of his new job; he let everybody know the score on TPD operations in a brief press release that included the division's financial report for 1973.

Gross income was \$2,870,761, derived mainly from TV and films; expenses were \$1,122,902, including the New York office's \$328,446, and net income was \$90,640. This sort of information could probably have prevented the split in the PGA; tournament players were not told what was happening to their money.

Hoping to return these players to the fold, the PGA is wisely making it easier for them to get the schooling they need to qualify for jobs at clubs or resorts. In view of the public's growing dissatisfaction with the current colorless, overpaid herd of professional athletes, the professional golfers are foresighted in closing ranks for their own good and the continuance of public interest.

### D'ANGELO: JACK OF ALL GOLF

There is a line I particularly like in the biography of Peter D'Angelo, the new president of the Club Managers Assn. of America, that was printed in the association's *OUTLOOK*. It reads: "He joined the Broadmoor CC first as a caddie . . ."

Peter joined as a caddie; that's much better than having joined as a member. A caddie learns the country club business from the underground pipes to the top of the flagpole.

The way Peter joined his first club, he began to learn about the professional's department; the course; the clubhouse and, above all, about the members.

Peter D'Angelo became an eminently valuable country club manager by

knowing very well the closely-interrelated work of all the club departments; departments that must operate smoothly to be satisfactory to all the members.

These days, when probably a thousand or more country clubs each have property valued at \$1 million or higher, the manager, professional or superintendent who doesn't know enough about the jobs of his fellow department heads to know how to work well with the other fellows, is a second-rate man. The club has too much money involved to depend on a man who only knows how to teach golf and sell clubs, balls and golfwear; on a man who only knows how to grow and mow grass or on a man who can only run a restaurant and bar business.

### SPORTS HEROES DYING, BUT WHO CARES?

This year we have witnessed three of the most significant occurrences in recent sports history.

In golf, for the first time since World War II, the tournament circuit prize money has not increased.

In baseball, the frantic planning to make Henry Aaron's home run performance look like the Second Coming of Babe Ruth scored no stronger with the public than did Roger Maris when he beat the Babe's record for a year of home runs.

In football, the strongly unfavorable public reaction to the World Football League's recruitment of players at higher salaries stirred even the sports-writers. The writers, however, were slow to realize that the WFL's story was primarily a promotion of the pro footballers' agents exploiters who have yet to show that they have done any good for the sports to which they have attached themselves.

Although some people may have been amused by the story of the three Miami Dolphin players whose agent signed them with Toronto, it serves as

a warning to those who make sports a profession. The older fans write to the papers accusing the agents' clients of disloyalty. They comment on the players' plea, "We are looking out for our families," by stating, "Money is everything to you; you'd sell out your families for more money."

Golf's tournament professionals are beginning to spot their own danger signals. But these professionals, who make a lot of money out of charity golf shows, continue to be slow in giving to golf's own charity, National Golf Day.

They'd better watch it. The American public has never elevated tightwads to pedestals.

### CROMIE TO BRING NEW LOOK TO CDGA NEWS?

Bob Cromie has been hired by the Chicago District Golf Assn. as a publicity consultant. This may be another brilliant move by the CDGA, similar to the hiring of Carol McCue, the smart young woman who brought the CDGA charities golf tours into the big time. Carol, with ex-caddiemaster John Cohavane and others, made the CDGA operation the envy of association officials.

Golf club publicity is sagging dangerously at a time when economic and social propaganda sorely is needed. Tournament publicity, despite the talents of a Tom Place, simply cannot create color for the nice young fellows the public regards as highly-paid mechanics.

Cromie was a war correspondent for the Chicago Tribune; a sportswriter and backstop for that paper's entertaining Charlie Bartlett.

Cromie, presently the Tribune's book reviewer, has been hosting a televised book reviewing show that is an outstanding example of first-class interviewing. It's going to be interesting to see what he can do to modernize the sectional publicity of golf. □