



HERB GRAFFIS

SWINGING AROUND GOLF

SPORTS AGENT: BUCKY WOY'S STORY OF NO EASY BUCK

Bucky Woy has turned over to his publishers the manuscript of his book, "Sports Agent." The book carries the subtitle, "A Hard Way to Make an Easy Living."

Bucky Woy is a smart and lucky young man who is valuable to golf. He graduated from caddie ranks to become assistant to Bruce Herd, professional at the Flossmoor (Ill.) CC. Herd, a nephew of the famed Sandy, winner of a British Open and of Fred, winner of the fourth United States Golf Assn. Open in 1898, is one of those pros who shines with the brightest class in professional and amateur sports. He loves golf.

The Herd family is devoted to golf and golfers. The game has benefitted immensely by this spirit of help, which has been typical of America's old professionals. It's what has made golf the third largest sports business, running after hunting and fishing and boating.

That inspiring evangelistic compulsion of golf's founding fathers rubbed into Bucky Woy from his mentor Bruce Herd. He took it with him when he got his own pro job.

Then the sports agency business exploded, and Bucky got into it.

The pro agent business had begun to grow to fill a vacuum of exploitation in golf after the Hagen-Harlow pioneering combination had discovered the money in fun, and Fred Corcoran with Snead, Tony Lema and few others, including baseball great Ted Williams, had shown that sports show business and commerce, strictly for the cash register, could be paired.

Sports managers generally were not in good repute when Bucky Woy brought his application of the traditional moral standards of the game into player business management. It was, and still is, said of the come-

latelys, who handled their clients the same way Lucky Luciano and Al Capone handled their strings of girls, that never have so few done so little for golf and have taken so much.

Woy signed Lee Trevino when Trevino was a diamond in the rough, and considerably more rough than a diamond. Woy taught Trevino what he owed to golf.

The Woy-Trevino team was broken when men, who owned two-thirds of Trevino, were dissatisfied with Woy's steady, long-term profit rather than the pounding of avarice. When the suit was settled, Woy got \$250,000. Part of that was invested in a golf course that now seems to be a real estate investment with exceptionally high return in prospect.

The Woy sports agent story will be an inside view of a curious development in sports.

\$8 MILLION MINUS \$178 LEAVES TPD BROKE?

The Tournament Players Division of the Professional Golfers' Assn. plays for more than \$8 million prize money annually.

Most of the prize money is due to the sponsorship of charitable and welfare organizations. They supply free labor to put on the tournaments, give the tax-exempt status that gets strictly commercial or actors' publicity sponsorship. The hospitals, charities and other welfare operations usually get less than the professionals do out of the tournament monies.

Despite being the primary beneficiary of campaigns of generosity, the tournament players—all of them—contributed only \$178 to pro golf's own charity, welfare and educational campaign—National Golf Day—last year.

There is no possible excuse for that shamefully tight performance.

Golf long has had the admirably proud boast "Golfers Give." The

policy, unique in sports, is "If you can't afford to give to the less lucky, you can't afford to play golf, so get the hell out and you won't be missed."

Golf is generous.

But intelligent generosity toward National Golf Day has been dropping lately. There are no reasons for the slump, only excuses of PGA members and their amateur friends.

Tournament pros aren't as cheap as the \$178 indicates. Somehow they got the idea that paying the \$1 entry fee to National Golf Day would glorify them as the Last of the Big Spenders. Many of them could go \$500 tax exempt for pro golf's own charity, welfare and educational fund.

This year, I believe, is the first since the end of World War II when the annual tournament prize money didn't increase over the previous year.

It could be that the bloom is off the public relations rose, because the players aren't the warm, colorful characters that used to adorn pro golf in its growing years.

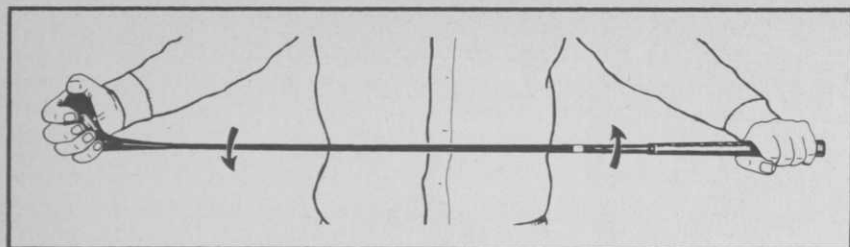
"One hundred seventy-eight dollars for the whole TPD?" Hagen and Armour used to leave more for waiters and caddies when a dollar was a dollar.

WHERE ARE THE SLOPPY GOLFERS?

At every national convention of the Golf Course Superintendents Assn. of America, there are private and frank discussions about who the worst slob is on golf courses. Notwithstanding the convenience of waste baskets at almost every tee at a decently maintained course, there are papers, bottles, cigarette packages, gum wrappers, ball containers, cigarette and cigar butts scattered on greens, tees and fairways; footprints in bunkers, unrepaired ball dents, paper cups, unreplaced divots and other indications of slovenly character.

In recent years, an increasing number of superintendents declare that

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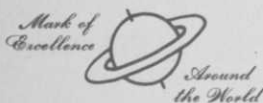
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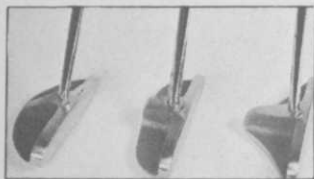


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GRAFFIS *from page 17*

women golfers are untidier than men at golf courses. Chivalrous superintendents say the rap for women's untidiness on golf courses may be partially explained by a lack of waste containers at women's tees.

About the geographical distribution of slovenly golfers, I have heard at course superintendents' meetings spirited, expert and, of course, anonymous differences of opinion.

The most recent poll I have heard places golfers in the Pacific Northeast as the neatest, then New England golfers. The Southern California and Southeastern United States share last place in the Pig Derby.

A LOT OF TALK

During all the discussion about whether or not the PGA should have its own club in Florida as a winter vacation place and/or a retirement community, I've heard no indication that financial statements of southern Florida private clubs have been carefully studied.

To put it bluntly, without basic training in the existing data, PGA members don't know what they're talking about.

There is considerable variation in these financial statements; all of it educational, even in the mystifying manner with which the accounts are recorded. The PGA must have learned by now about the differences in times and costs of golf course maintenance in Florida. It has been booted out of two places. At one, the course maintenance cost was around \$25,000 a year. At the latter place, annual maintenance of courses and grounds was \$400,000 a year.

In both cases, one thing definite must have been learned, and that is, when PGA members come to their winter club for three months or so and have to share starting times with year-around members, there is going to be the same problem with starting times on busy days that members of the pros' home clubs have during the busy season north.

But a sharp look before the next leap of the PGA at a winter course must be made at financial statements that tell the business story of other clubs near where the PGA plans a winter home. Otherwise, much of the discussion concerning a proposed winter and/or retirement club in Florida is merely talk. □

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