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HERB GRAFFIS

SWINGING AROUND GOLF

Salesmen best tool: Hundreds of times all over this country I have heard pros, superintendents and managers say, "The salesmen are my most valuable tool."

When Jack and Eddie Lust, Ernie Sabayrac and a few others were beginning to make apparel business an important element of pro shop profits, I would hear a dozen times a month, "The guy gave me an idea about my shop that has made me a lot more money than I will make out of his line." Salesmen of course machinery and supplies might even be more valuable to their customers. I seldom talk with a superintendent who does not give credit to a salesman for some smart, money-saving, course-improving job.

The course equipment and supply dealers, salesmen and nation wide manufacturers never will be adequately credited for having so much to do with the beautification of the United States via the golf course. The salesmen working with the club managers were mainly the meat men of the highly superior grades, the quality booze sellers and the quality canned goods salesmen. There were a few clubhouse furniture salesmen and some spike-proof rug salesmen who really transformed clubhouses too.

Shorter ball: William F. Diddle, architect of nearly 250 courses, says golf needs a shorter ball. Bill believes a ball that would have good sound, feel and everything but distance would be a tremendous benefit to golf, especially at par three and executive courses and practice ranges in limited-space areas.

He is willing to pay a manufacturer for making such a ball on an experimental basis. There are many par three and executive courses now. Some of them are dangerously tight with the modern

lively golf ball. Diddle says a shorter ball would have more real estate projects putting in golf courses.

Diddle is now 91. He plays 18 holes three or four times a week. He usually beats his age now and began doing it on his 71st birthday when he carded a 70. He has beaten his age 2,336 times thus far.

Grau and Musser: You have got to cheer Fred Grau for the determined job he is doing to get the Musser International Turfgrass Foundation financed and operating so it will become a helpful factor world-wide in the improvement of golf turf.

Fred's indomitable will and optimism got past whatever energy shortage there might have been to putting across the second annual benefit tournament for the Musser fund at Canterbury in Cleveland in August. The affair had a field of 116 and raised \$1,859 for the fund. William Burdick, the club's superintendents and officials of Cleveland clubs and Bill Lyons, who is a director of the Musser Foundation, were active in the affair Grau hopes will be the pattern for Musser Foundation fund-raising by every district golf association.

At first I was not in heat about the "international" aspect of Grau's memorial tribute to his buddy, another valuable golf agronomist. But after seeing the benefit of the United States Golf Association Green Section work and of its coordinated research of the state agricultural stations, I though I could see more reason for the Musser international turfgrass effort than I had been able to see in much of the American tossing of money around internationally. However, the main thing that has kept me very much interested in the Musser foundation is the heart and head Fred Grau has put into the project. □