

PICKED UP IN THE ROUGH

By HERB GRAFFIS

HELEN HICKS turning "business woman golfer" was June's headline news in the golf business. You will note that Helen didn't identify herself as a pro when she divorced herself from amateur standing to go to work for Wilson-Western.

Her reluctance to term herself a pro was deliberate and exhibited a delicate diplomacy that will help Helen do very well for herself and her employers.

"I don't know enough about golf to call myself a pro, as I believe the term golf pro should be used. I do know women's golf from the woman's angle and am confident that I am qualified to be a missionary for pros to women golfers and to develop for the pros an even greater appreciation of their services by women golfers." The Hicks girl made that statement to sports writers in Chicago as a beginning to remarks she delivered on her possible status as the trail-blazer for many women golf instructors.

Helen further commented on the quick possibility of there being a flock of women golf instructors by calling attention to the fact that she developed her own game by playing with men and by receiving instruction from competent men instructors.

She jested with the reporters and remarked that she figured she already had earned a year's pay if she put across the idea that one couldn't rate as a first class pro instructor simply by taking money. If she gets that idea across to the public the competent pro instructors owe the Hicks kid a debt of gratitude.

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THE HICKS case is one that will be watched with great interest by professionals who have been aware of sadly under-developed possibilities in the women's market. She will make some mistakes, but they will be few because she is a level-headed young business woman and she listens. She hasn't the idea that she knows it all and she is keenly aware of the pro present standing and possible development with the women's market. That million-dollar smile of hers and her intense sincerity of purpose will get her over a lot of the rough spots.

She made one comment that some fee-course owners ought to think about. Said

Helen: "No one seems to care about the hundreds of thousands of girls and young women who work and still want to play golf week-ends. I don't think they would play any slower than many men and they certainly want to get into the game, but instead of being invited, their attendance is discouraged."

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ONE OF HICKS' first jobs is that of designing women's clubs that will bring in the ideas she has picked up in conversations with many women players and discussions with pro club-makers.

The extensive publicity given the Hicks switch to the business-woman golfer class certainly is going to be a factor in influencing other prominent women amateurs to forsake their amateur standing. It is no secret that several of the well-known amateurs have been under a severe financial strain in maintaining their amateur rating and would give attentive hearings to offers of work as developers of the women's market.

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A CHAMPION'S lot is not an easy one as the big Dutra boy Olin is learning. Latter part of June Olin's manager, Jack Truss, cancelled dates for a week of the Dutra-Hagen tour, over Dutra's protests and on strict orders of the doctor, who made Olin take to bed in the Congress Hotel at Chicago.

Dutra was a very sick boy, weak and worried; worried not by his own condition primarily but because he was afraid alarming reports of his condition might reach Brentwood and scare his wife.

What ailed Olin was a complication of disorders. Still in bad shape from amoebic dysentery and trying to keep on, Dutra needed himself with arsenic tablets prescribed to knock out the dysentery bugs. He took an overdose. In tow of press-agents at the World's Fair he toured around working up a sweat, was stabbed by a sudden change to chill lake breezes, and contracted a heavy cold.

As a cell-mate of the one-and-only Hagen, Olin was kept up late receiving visitors to the court of the notables and grabbed his grub in divots at odd moments. Only Hagen can flourish on a schedule like this.

In the last analysis what knocked Dutra down was trying to be too nice to too many people, which is an impossible job for any champion, but one which the Dutra boys, trained in the gracious Castilian manner, try to handle. When a young fellow like Olin tries to take care of himself and in this effort doesn't stand on his head at each invitation, then some people will condemn him as a conceited, selfish ingrate. If he does accept all invitations and meet all comers, then he is a chump and risks his future.

So, what the hell to do?

A champion in golf is bound to be criticized for some social faux pas and it can't be ducked. Jones as an amateur was comparatively independent because an amateur is given some right to run his own private life, but a pro, apparently, is supposed to be at the beck and call of the public. He is constantly being asked to do things for "publicity" by people who haven't thought of the difficulty of eating "publicity" as a steady diet or paying off the mortgage with "publicity."

There are three ways of handling this delicate situation concerning the champion's relations with some of his public who are unreasoning in their demands. The Hagen method is not to give a damn but do what he pleases and when. The Sarazen method is to firmly tell the folks they are wrong when their demands are too heavy, and the Armour technique is to laugh at them until they realize they are asking the star to do what they wouldn't do themselves.

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JUST BEFORE the National Open there was one of the usual laughable things happened. Craig Wood was said to have remarked that Merion was "a drive and pitch course." Thereupon there was great consternation and Wood was put in the spot of either having to deny responsibility for this statement or stick to it. But no one asked Craig whether or not he characterized Merion as quoted because the remark was too juicy a subject for debate.

The way the yardage ran Merion might have been drive and pitch but the way the scores ran showed that driving and pitching still are among the fine, interesting and difficult arts. Merion, more than any other course on which an important tournament has been played in recent years, showed that no one need think lack of distance make as course easy or uninter-

esting when architectural genius is on the job.

This Merion east course must be in a class by itself judging from what Tommy Armour said about it after he had played his first round and shot the worst score he'd ever made in championship competition. Tommy remarked he'd never played in the National Open on a finer course, and when judgment like that is passed under the circumstances of the Armour comment, you can bank on it; the course is magnificent.

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SOME PROFESSIONALS have inquired as to the code provisions concerning giving away balls as advertising premiums. Especially have the fellows been concerned with the insurance company codes, claiming that insurance companies are giving away or selling at no-profit prices many golf balls. They ask if golf balls are to be given away why not to the pros?

Early in May when the situation in the insurance field was investigated, the following information was received by an interested professional from John M. Downey of Division Four of the N. R. A. Downey wrote:

"None of the insurance codes have advanced to the point where hearing dates have been set on their provisions, therefore, at this writing no restrictions are placed by the Administration in the soliciting of insurance policies. I would suggest, however, that before offering this insurance feature, it would be well to investigate the laws of each state governing insurance.

"I doubt, in any event, whether the point in question would come within the jurisdiction of the National Recovery Administration."

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FAKE! MURDER! Police! Phoney! Boys, it ain't right when golf company department heads go out on nice quiet parties at their country clubs and then take the rest of the members into camp for trophies and dough, but this is exactly what happened at the Moundbuilders' CC, Newark, O., when the Burke Golf Club mob went on the romp recently.

From the Newark *Advocate and American Tribune* sport page, which is one of the best we have ever seen in a town the size of Newark, we pick the following dope:

Bob Crandall, Burke's president, trimmed the club pro, George Berry, by pouring a



CANADIAN CLUB WINNER

Harry Hampton (left), Beverly CC pro, is awarded case of Canadian Club for an eagle on home hole at Western Open, by Jeff Field (right), Hiram Walker's representative. Horton Smith, Johnny Rogers and Bill Mehlhorn also won Canadian Club prizes at this hole.

Mehlhorn was the only Western Open player to win a case of Century gin for an eagle at the par-5 thirteenth. Cases of Budweiser were offered for eagles at the par-5 second hole but no eagles were recorded during the tournament.

70 into George. Earl Rickrich, Burke's assistant credit manager, won from Raymond Crouse of the Burke stock-room by default. Crouse probably guessed he couldn't stand up against Earl's figuring. Alex Turner, head of the Burke golf ball dept., won second flight honors in the club tournament.

Bob, Ray and Alex all are members of the Burke field testing staff and are raising hell with Bob, Ray and Alex because the code, they say, cut them out of some subsidy jack.

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SUCCESS OF THE Western Open this year assures the continuation of the affair which last year was threatened with cancellation because of lack of pro support.

Harry Cooper, winner in the second of the 18-hole play-offs after Ky Laffoon had tied with him at the end of the 18 extra holes originally scheduled, ran true to Calcutta pool form. He drew top bid in the pool. The Laffoon feat of going six rounds under 70 and still losing out, is one for Ripley's Believe It or Leave It.

Horton Smith played two rounds with a painful injury in the muscles of his left side and then withdrew after he had given

the tournament greatly appreciated support. Eight all-star pairings Sunday, headed by the Armour-Hagen twosome, gave the customers the greatest pairing arrangement any major tournament has seen for years. Heat on Sunday morning reached 110 at places on the course. It almost caused collapse of Jock Hutchison and Hagen.

Eleventh-hour entries made the field so large that some of the last starters were compelled to finish their initial rounds the second day of the tournament as play was by twosomes the first day.

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LESSON OF THE affair was that a major golf tournament in a city the size of Peoria handled by competent and active club committees and with lively local newspaper support is a bigger financial success by far than most of the tournaments run in larger cities. Pros playing in the tournament were treated to a fine exhibition of proper club-pro relations by seeing the manner in which Peoria CC officials and members worked with their pro, Elmer Biggs, and the way in which Biggs labors for his club people. Biggs was a prime-mover in getting the club to invite and successfully conduct the Western Open.

The family reunion aspect of the Western Open as is evidenced in the relations between contestants and Western officials gives cause for rejoicing that this event was not abandoned.

As a suggestion for this and other events GOLFDOM mentions a matter often overlooked. Checks for prize money should be handed to players promptly at the conclusion of the event instead of being mailed later to their home addresses. The boys, now and then, need the dough to get home. Tournament golf is an expensive gamble for them.

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IF YOU want to put a punch into your club publication, use some illustrations of members. The Breeze, published by the Westward-Ho CC (Chicago district) started doing this with its June issue and produced a bright looking four-page club organ.

Among reports on various activities at the club was a story of a one-hour caddie strike, in which the chairman responsible for this department reminded the members of one thing that's frequently forgotten in caddie relations; that the caddies are just boys.

The greenkeepers' association is beginning to attract new members from the distant corners of the state and is interesting the greenkeepers not reached previous to this time. Practically all courses are reporting a moderate to heavy increase in play over last year. Everything bodes well for a good season of activities among the Iowa greenkeepers. The only pressing problem at present is the long continued drouth.

John Shanahan, Brae Burn Vet Greenkeeper, Is Honored

PERHAPS IT'S significant that the aristocratic golf clubs have been most active in honoring their veteran employees. Brae Burn CC (Boston district) is the latest to pay tribute to one of the fellows who has served it faithfully and ably. On June 13 "John Shanahan day" was observed at the club and the veteran Celt was guest of honor at a club dinner. He was presented with a token of appreciation of his services to the club.

John's 31st year of service to Brae Burn was further signalized by the New England Greenkeepers' *Newsletter* devoting an issue to him.

The *Newsletter* said about John:

"John Shanahan was born in Temple-derry, County Tipperary, Ireland, in 1864. Coming to this country at the age of 24, he worked for some fifteen years as a stonemason for the J. Burke Contracting Company. This company was employed by Brae Burn in changing the nine-hole course to eighteen. During the reconstruction, Mr. Burke died, and John was chosen to complete the work, and afterwards to become greenkeeper. Since that time, John has become known internationally as the dean of New England greenkeepers, and his greens have often been cited as some of the best in the world.

"In 1924, when the Greenkeepers Club of New England was organized, John was one of the most earnest workers, and was its first president, holding that office for five years. During all the years of the club, John has done more than any other to promote the best for the club and for golf. To this friend of all, and especial friend of all greenkeepers, we are honored to pay tribute."

Shanahan also was honored by an editorial in the *Boston Post*, which is one of the very few times a living greenkeeper

Iowa Greenkeepers Hold Big June Meeting

By V. T. STOUTEMYER

BETWEEN 45 and 50 greenkeepers were present at the annual business meeting of the Iowa Greenkeepers' Association, held June 12 at the Wakonda Club, Des Moines. The attendance broke all records for the monthly meeting of the association. Seven new members were taken in, bringing the total membership up to 61.

The morning was spent in going over the course and also in inspecting the newly installed turf garden of the USGA Green Section located on the grounds. In



Leaders in Iowa Greenkeepers' Group (left to right): Joe Benson, Jack Welch and C. G. Yarn.

spite of an unfavorable season, these plots have made wonderful progress and nearly all are in good shape. Fertilizer experiments are already showing striking results, and the superiority of the heavily fertilized plots over those fertilized either lightly or not at all is very noticeable. The Wakonda course is faring very well throughout the drouth period because of the large number of irrigated fairways. The greens are in perfect condition, which is quite the usual thing at this club.

At the business meeting Jack Welch, pro-greenkeeper of the Wakonda Club, was re-elected president of the organization; Joe Benson, Cedar Rapids CC, was elected vice president; C. G. Yarn, Woodside GC, Des Moines, and Ed White, Davenport Muni Course were re-elected secretary and treasurer, respectively. At the business meeting a plan was partially worked out for the forming of regional organizations within the greenkeepers' association. Under this plan there will be five or six districts in Iowa with regional offices. This has been considered advisable because of the great size of the state.