

## Sikora Works All Year to Live Up to Name of Golf's Busiest Promoter

AT approximately the minute the year's last shot is fired at Andy Sikora's home station, Beacon Hill CC, Atlantic Highlands, N. J., Andy launches a winter's campaign that includes clinics, classes, a TV show, lectures to civic and business groups and similar assignments, and doesn't end until the swallows return to Beacon Hill in the spring.

To give an idea of just how full a typical Sikora winter schedule is, here is a play by play account: Supervises a series of lessons for a Perth Amboy Knights of Columbus council; runs a clinic for a group of Asbury Park CC members; works with local and district high school officials in making plans for continuance of girls' school league; instructs girls at Highland Manor school so they can make their league debut this year; teaches girls at Star of the Sea Academy; conducts five different classes at YMCA and teaches at two other high schools; stars on a weekly TV show; helps to raise money for polio, heart and other funds whenever called upon (which is often) by putting on golf exhibitions; and is a regular speaker on the Lions, Kiwanis, Rotary and Boosters club noonday lunch-circuit.

Most pros, upon contemplating the foregoing lineup, would conclude that it's a relief for Sikora to get back to his club in April. But enough of the above activities are continuing ones and he has so much work to do at his pro shop that it's no trick for him to keep on a solid 12-hour a day schedule right through the summer.

This one-man beehive probably hasn't let a day go by since he was 12 years old and started out as a caddie at Crestmount CC, West Orange, without making at least a small contribution to the game with which he has become so infatuated. Appropriately enough, Ed Savidge, golf chairman of Beacon Hill, has called Andy "golf's busiest promoter."



Andy Sikora

After toting a bag for four years, Sikora worked as a shop boy for Alex Simpson, then graduated to assistant caddiemaster and starter for Danny Williams, now pro at The Knoll CC, Boonton, N. J. Whether Williams realized it or not, he did the golf industry a great service by teaching Andy the fundamentals of handling publicity and then turning him loose to drum up enthusiasm whenever a tournament was in the offing.

### Army Uses Talents

In 1941, Andy took an assistant pro job at Maplewood CC and stayed here for two years until the Army exercised its option. After surviving 17 weeks of infantry training, Sikora was transferred to the medical corps. Within a year somebody chanced to check Andy's service record, noted that he was a golf pro, and in untypical Army fashion, arranged to take advantage of his talent. Sikora was transferred to Camp Gordon and later Ft. Monmouth where he served as a golf instructor in medical rehabilitation work.

Following his release from service, Sikora opened a driving range at Middleton, and proving that he was still tireless as ever, ran it for a year after he took over as head man at Beacon Hill. Today, he will tell you, though, that he wouldn't have undertaken the double burden without the assistance of his wife, who managed the range during the daytime.

Mrs. Sikora, incidentally, is the greatest of Andy's many boosters, and even though her husband modestly disapproves of it, will show you a fat scrapbook of his accomplishments at almost any given moment with only a little urging.

One of Andy's most interesting promotions was a "Beat Your Pro" tournament played for the benefit of the Monmouth County Heart Fund. He played with a woman member of Beacon Hill who'd returned to golf after having been incapacitated as a cardiac victim for several years. Her net of 76 beat Andy's gross by a stroke. The whipping didn't displease Andy at all as more than \$100 was raised for the fund.

### Clubs Displayed Horizontally

At the Thunderbird Ranch & CC shop Eddie Susalla has in one corner a display of golf clubs made with the clubs shelved horizontally with only the heads showing. The display contains 36 sets of clubs and, Susalla says, seems to get golfers handling the clubs more than the conventional displays do.