

# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



**C**ongratulations, good luck, happiness and a long, long run of all the blessings to **Warren Cantrell**, Professional Golfers Association ex-president, and his bride, pretty **Marilyn Allen**, formerly secretary to **Tom Crane**, PGA executive director . . . Matrimony should be Cloud 9 for a pair who've been through the problems Warren had as PGA president . . . Cantrell's judgment and guts saved PGA members a bale of money and considerable embarrassment as businessmen . . . It was great entertainment at the PGA President's Dinner during the annual convention to hear **John MacArthur** practically sing "Let Me Call You Sweetheart" to Cantrell and other PGA officials with whom he'd battled over the PGA National golf courses, clubhouse and headquarters at MacArthur's Palm Beach Gardens subdivision. MacArthur is a very entertaining, really great and rich guy who is an enthusiastic Pier Six fighter. He's always looking ahead—far ahead . . . Within a few years MacArthur won't have to bother about PGA participation in his real estate promotion . . . Palm Beach Gardens is developing swiftly and solidly.

With **Max Elbin** elected president, **Leo Fraser** secretary and **Warren Orlick** treasurer, the PGA has a top command that promises to get the organization moving ahead . . . Too much valuable time has been lost at critical periods on unprofitable matters, both dollar- and prestige-wise . . . What's puzzling in this is that, individually, PGA officers are exceptionally good businessmen . . . They've got to be to get by in the rough business of being club pros . . . But some-

thing messes up the deal on PGA collective business . . . Business management experts, called in as consultants, have compounded the confusion . . . It's easier to learn what goes on at Ku Klux Klan meetings than to learn what is of interest and value to pros and all golf in annual PGA meetings.

Although the PGA annual meetings concern club pro operations that involve about 96 per cent of the money annually handled in pro golf as well as the 4 per cent that's in tournament golf prize money and TV, some rookie pro taking 16 on a hole can get about as much sports page space as the PGA annual meeting gets . . . The Golf Pro of the Year, **Hubby Habjan**, and the Pro Golfer of the Year, **Dave Marr**, got a few lines in the papers but far fewer than the baseball, football, basketball and hockey Most Valuable Players . . . The PGA awards need a great deal more showmanship.

The annual President's Dinner was handled smoothly by **Harold Sargent** in introducing with merciful brevity an army of guys, but the real stars of the show were smothered by numbers . . . USGA President **Gus Benedict's** talk on slow play, which would have made sports section news if delivered in New York, Chicago or Los Angeles, got merely mild "amens" and polite applause at Palm Beach . . . PGA Advisory committee, conceived as a liaison operation between the PGA members and the employing golfers, met again without anything happening, so far as was revealed in publicity handouts.

**H. Franklin (Bud) Waltz** from Toledo, elected secretary of the Advisory Com-

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mittee, succeeding the late **Harry Radix**, knows pro business from close contact as a manufacturer and he should be able to marshal advice that will improve the publicity operations . . . The PGA frequently is unjustly rapped for bad handling of tournament matters which constitute a minor fraction of PGA pros' annual business . . . This criticism is due to flaws in PGA publicity policy, if there is a policy . . . Publicity operations improved during the Cantrell administration but have a long way to go.

PGA publicity men are able but handcuffed on everything except detail . . . **Bob Russell** was tied tightly by official restrictions . . . His successor, **John Hubbard**, is a smart, eager lad with a baffling job of finding out what is news that's happening in the PGA . . . **Jim Gaquin**, PGA tournament manager, handled a swiftly growing, complex business in a way that would have got him \$35,000 a year or more in pro football, baseball or basketball . . . Now he's

gone to the Royal Canadian Golf Association and making more money than he did with the PGA . . . The organization has an able man in **Lloyd Lambert**, who's grown into the executive secretary and counsel job, work that **Tom Crane** used to do . . . Lambert knows where the bodies are buried and plenty of answers . . . It seems that what he needs to make himself very valuable to the PGA is the same latitude of judgment and operation a first-class pro expects from club officials to handle a job well.

Golf Course Superintendents Association of America undoubtedly will show further improvement in its publicity for its annual conference and equipment show at Kansas City, Feb. 13-18 . . . **Charley Burns** has showed the superintendents how to get their convention into the papers . . . And with **Ben Chlevin** and **Joe Doan** now working for the GCSAA and knowing what publicity the superintendents need they'll see there won't be another case of laboring to get releases of convention talks of the sort that any first-class professional and

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technical organization wisely makes available for any interested publication . . . Doan, the patient, able wordmaster has sat in on meetings of the GCSAA greenmasters until he almost went stir-crazy trying to get a story the superintendents needed more than he did . . . The USGA, with more delicate publicity problems than the PGA or the GCSAA, adheres to the policy that it's got nothing to hide and plenty of work to do in informing and educating the golfing public . . . Maybe that's one way the USGA reflects the bosses.

Testimonial dinner to Willie Hunter at Riviera C. C. (L.A. district) jammed the club with 400 dinner guests . . . The old pro listened to more glorifying talk than ever heard before outside a national political convention and the New Testament . . . Maurie Luxford was MC . . . The stars shining for Willie and Jo and their kids included **Bob Hope, Corbett Monica, Jim Bachus, Jack Oakie, Greer Garson and Donald O'Connor** . . . Maurie introduced 34 who gave awards to the 1921 British Amateur champion who came to the U.S., then turned pro in 1925 . . . Willie was given a Buick Riviera and Jo a gold necklace.

Hollywood's Luxford is golf's busiest guy on the jobs that call for a lot of work so somebody can have fun . . . Last year he worked at 15 charity tournaments . . . He is chairman of the Los Angeles Open's Golden Circle which campaigned to sell 500 memberships at \$100 each to help finance the Open . . . He's Bing and Larry Crosby's top sergeant in arranging for Bing's tourney . . . This year there were 9,002 applications for amateur invitations to the Crosby clambake, with no more than 40 openings available.

Akiro Sato, Japan's famed golf and landscape architect, and his assistant, T. Suzuki, have construction of **Francis H.I. Brown 18** at Kalauao, Hawaii, near Pearl Harbor, well under way . . . Club will cost \$1,700,000 . . . It will be ready for play in a year . . . Brown, pioneer and head man of Hawaiian golf, will be president and chairman of the board

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... Senator Mitsuyuki Kido heads the organization developing the club . . . He will be club's vice president and **George K. Houghtailing** will be secretary . . . Course promises to be spectacular and clubhouse will be luxurious.

Upper Merion (Pa.) Township voters approved \$2-million bond issue for keeping 135-acre Valley Forge GC 18 as "open green space." . . . Hankin Enterprises bought the course for \$2½ million in July, 1964 . . . Open Valley Inn and C. C. 18 on site formerly occupied by Brownsville (Tex.) C. C. . . Ventura City, Calif., building municipal 18 . . . Los Angeles County Dept. of Parks and Recreation planning 18 in Malibu area . . . San Mateo County, Calif., to build 18 to plans of **Alfred W. Johnson**.

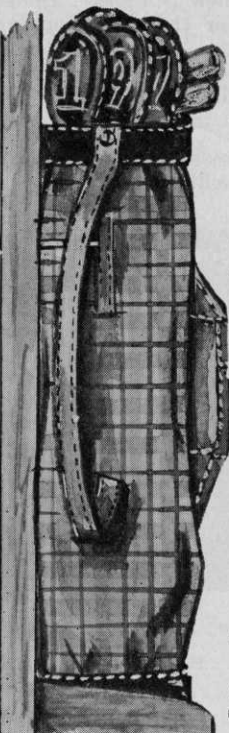
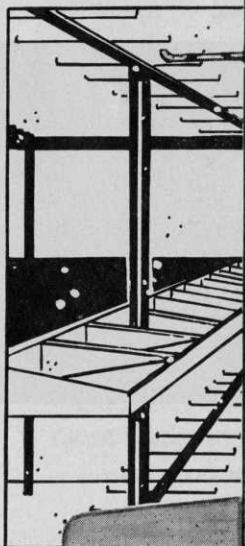
One of those rulings that didn't have USGA officials speeding from the clubhouse in jet planes and golf cars and didn't send **Joe Dey** into his Mr. Justice Oliver Wendell Holmes act happened when **Mrs. Mary Gladys Moore** of St.

Andrews (NY Met. district) was playing in a Green Mountain Association women's tournament at Manchester, Vermont . . . Mrs. Moore whacked at an embedded ball and it bounced into her V-neck blouse . . . What to do? . . . "Unplayable lie" was the verdict . . . By the way, the Rules of Golf say "The player is the sole judge as to whether HIS ball is unplayable." . . . Remember that, sir, that if you hit a shot that rebounds into your V-neck blouse . . . **Helen Nesbitt**, a bright girl with a cute schnoz for news, tipped off that unplayable lie story to Tee-Talk, the lively paper **Mrs. Andrew Wallace**, **Miss Marjorie Gannon** and **Mrs. Arthur Hodgkiss** get out for the Women's Metropolitan Golf Assn.

The Corte Madera (Calif.) Chamber of Commerce is looking ahead . . . It asks Marin County supervisors to use a marshy area as a dump for seven to 10 years, then build an 18-hole course on it . . . That's been done satisfactorily at several places . . . **Mr. and Mrs. Ernest M. Sims** of Elkhart, Ind., deeded Elkhart their 215-acre 18-hole Oak Hills

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G. C. . . . The Sims will continue to operate Oak Hills until October when they will turn over their gift to the city . . . **Homer Wolfe** and **B. C. Dailey** building 9-hole Scot Glen G. C. near South Shore, O. . . . Crystal Springs Golf Course, Inc. to build 18 and clubhouse at Seymour, Wis., with \$157,000 FHA loan . . . **Dr. Joseph O. Boydstone**, Bakersfield, Calif., 58-year-old medical director for Kern County (Calif.) penal institutions is believed to be world hole-in-one champion . . . He has made 23 . . . In October, 1962 he made three in nine holes at the Bakersfield public course . . . He also holds Bakersfield course record, a 10-under-par 24.

Manteca (Calif.) 9-hole municipal

course due to open in January . . . **Roger A. Larson**, formerly supt., Maple Bluff C. C., Madison, Wis., now supt. Spyglass Hill course being completed at Pebble Beach, Calif.

**Richard Settle**, superintendent in charge of building Sunland course of Balch Land Development Co. in Seattle area and will remain as supt. after course is completed . . . Building 9-hole course on Useless Bay development on Whidbey Island near Seattle . . . To open Shenandoah Valley G. C., Rockland, Va., this spring . . . Miami, Fla., City Manager **M. L. Reese** looking for \$1-million to finance construction of 18-hole course on Virginia Key, newly filled area 15 minutes from Miami.

**Fred Corcoran** is famous as a promoter of golf business but more Corcor-

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ans like the Corcorans' younger daughter Judy are the type of golf business promoters pros like . . . Some years ago the late **Dave Bauer** and his daughters **Marlene** and **Alice** gave a couple of clubs to the Corcoran sisters, Judy and Peggy . . . Judy decided to go in strong for golf . . . She went to Claude Harmon's pro shop at Winged Foot (where the Corcorans are members) and got herself a full set of clubs, a bag, shoes, a glove and three balls . . . The young lady came home and announced her purchases . . . "How much did you pay for them?" asked Daddy . . . "Oh, nothing," replied the very young Miss Corcoran, "I just signed for them."

Gordon Cunningham resigns as pro at Dubuque, Ia., Bunker Hill municipal course where he's been for 13 years, to go into golf course irrigation business with **Peter Beaves** . . . They call their company Midwest Irrigation Co. and already have installed a half dozen systems in Iowa and Illinois . . . Course proposed at Rhinelander, Wis., with FHA financing . . . Johnson County Golf Corp.

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## W. A. Cleary dead at 68; pioneered golf chemicals

William A. Cleary, president of the W. A. Cleary Corporation, New Brunswick, N. J., and Lecithin Products (Canada) Ltd., Belleville, Ont., died suddenly last month in Belleville, Ont. He was 68 and a resident of New Brunswick.

Mr. Cleary was also president of W. A. Cleary (Canada) Ltd., Belleville, and the Cleary Trading Corporation. He pioneered the use of PMAS and other chemicals in the golf course industry, and operated Tara Greens, a combined nine-hole regulation, pitch and putt, and driving range. His business interests included the baking and confectionery fields, to which he introduced the use of Soya Lecithin. He served on the board of directors of St. Peter's Hospital in New Brunswick and was active in civic organizations.

He is survived by his wife, Mary (Edler) Cleary; four daughters, four brothers and eight grandchildren.

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plans to build course at Wrightsville, Ga., financed by \$85,000 FHA loan . . . Hope to open Oakdale C. C., Menomonee Falls, Wis., 18 early this summer.

**Bobby Fannin** now pro at McKenzie Memorial course, Montezuma, Ga., succeeding **Vasco Landrum** . . . **Jerry Barber** wasn't on the job long as pro at Griffith Park, Los Angeles, before proposing the Los Angeles Open be moved to the Wilson course of Griffith Park's two 18's (Harding is the other.) . . . Barber says the Wilson course is a better, more exciting test of golf than Rancho where the L. A. Open has been played for some years . . . Barber succeeded **Paul Scott**, for 30 years pro at Griffith Park and now suffering from heart trouble . . . Scott was a pioneer in giving public course players shop service and instruction of the private club type . . . Gratitude and tributes were expressed to Scott in a big "Day" at Griffith Park in November.

Open Wedgewood G. C., near Winston-Salem, N. C. . . . **John Shouse** is pro . . . Wedgewood makes Forsyth County's ninth course of 18 holes or more . . . **Vasco Peeples** and others to build Charlotte C. C. to plans of **Albert Anderson** at Punta Gorda, Fla. on site of old Charlotte Harbor course abandoned some years ago . . . Toftrees, community being built north of State College, Pa., to have 18 designed by **E. Ault**.

Boca Rio G. C. being built west of Delray Beach, Fla., near Sunshine Parkway . . . **Arnold Kurzinger**, **William Shipley**, **Alon Deitch**, **Henry Rudin** and others active in winter golf around Boca Raton are charter members of the deluxe layout with course designed by **Bob Hagge** and clubhouse by **Ray O. Peck** . . . **Tommy Armour** has been signed as Boca Rio's pro . . . Plan to open first nine this winter was revised on Armour's advice to get the whole job completed and in perfect condition before play . . . Heavy rain during construction made the Silver Scot's advice easy to take. •

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