

# Swinging around golf

By HERB GRAFFIS

News of the Golf World in brief



Amateur friends of the service professionals who take care of the amateur golfers and of the tournament pros who are in the game's show window are relieved by the lull in the PGA controversy that has menaced Santa Claus . . . The amateurs from whom all fiscal blessings flow to the pros seem to be about fed up with pro players' moans and quarrels . . . Tourney pro position has been weakened by the silly threats of a few journeymen who have talked about boycotting the National Open, the Masters and the PGA unless their demands for more money are met by those whose work and courses and ticket-buyers have made the tournaments.

Fifty of possibly 200 who might be considered tournament circuit regulars get more than \$20,000 a year . . . There are bundles and blasts of ballyhoo about several of the top boys getting from \$250,000 to \$400,000 out of golf and benefitting from tax-easing gimmicks that other businessmen and wage-earners don't get . . . So, whatever the wails and threats of any affluent tournament pro may be, they don't bring tears to the eyes and fear to the hearts of the millions of amateurs who put their money into the game.

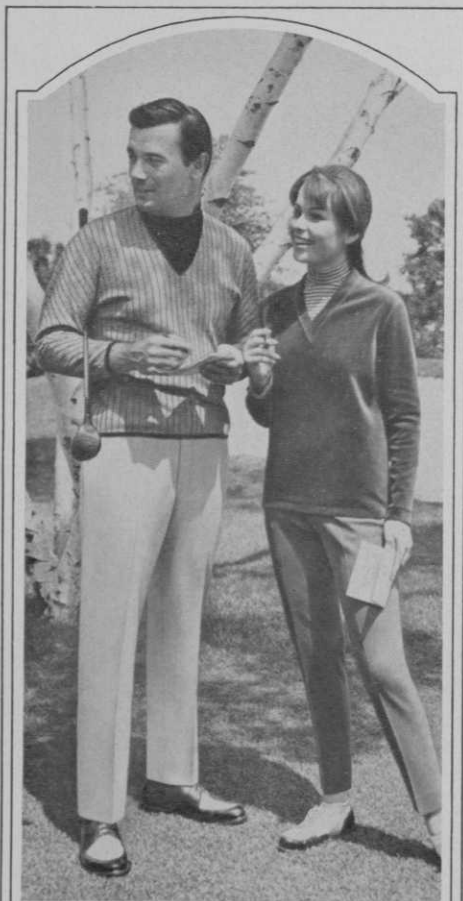
See what happened to the "bonus baby" picture in football and baseball . . . The bonus babies whose business IQs were low and whose lawyers and managers were hit-and-run guys killed Santa Claus for the later crop . . . Tournament pros' annual business from all sources is only about four percent of the business done by the service professionals upon whose educational efforts and work for individual golfers tournament pro

revenue is based . . . Golf playing equipment manufacturers know the danger of the PGA argument as it is the sale of top-quality equipment by the service pros that determines the market command and profit.

The PGA has done very very well for the tourney boys . . . Contracts with ABC-TV and Sports Network, Inc. for televising some circuit events for the next two years with nearly \$2 million coming in is a great deal for tournament players . . . Roone Arledge, vp in charge of sports for ABC, said in *Sports Illustrated*, "More than in any other sport, golf's heroes have been built by television." . . . He added "Golf . . . remains a relatively low-rated sport. The AAU championships have outdrawn the Masters." . . . Even with frantic shifting of TV cameras to cover the three or four holes that constitute a golf tournament on television the action often gets so tedious in a generally dull afternoon on the air that a ball game of second division teams crowds golf off the screen . . . Now, golf TV time is becoming hard for the networks to sell . . . This is not the period for a family fight of pro golf about television revenue.

We didn't realize the degree to which amateur golfers of influence and money were questioning the commonsense of pros threatening a "revolt" against the PGA until we got bragging about what tournament pros had done for charities . . . Then we got letters telling about much work amateurs contributed free to putting on these events and raising money that had participating pros as primary beneficiaries of the charity events . . . This comment warned us . . . It is a

Continued on next page



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## GRAFFIS' SWING

Continued from preceding page

dangerous trend for playing pros . . . If they pout at being told what the score is, that's just too bad . . . We have a lot to gain or lose by the rise or fall in the fortunes of tournament pros and don't believe in bulling pleasant youths who haven't qualified to compete in big time business with men who are pretty good old pros in that field.

Probably the PGA administration, with the help of **Bob Creasey**, a canny and tough former labor lawyer, can get the golf TV money distribution happily balanced . . . The percentage to be split probably doesn't amount to caddie-money per guy involved . . . Part of the problem is that the PGA or its tournament committee never got smart like the USGA in making its financial statement a matter of general record.

Death of **Tony Lema**, his wife, **Betty**, and the pilot and co-pilot of their chartered plane, is the first fatal accident of a star pro golfer on tour . . . **Hogan** came close and there then was thought about the risks of the touring pros' need for speed in transportation between events . . . Now that matter of tight schedules will be re-examined . . . **Jack Nicklaus**, **Arnold Palmer** and **Paul Hahn** do considerable flying in their own planes . . . Hahn is qualified for instrument flying . . . The Lemas were a team of delightful personalities and he was an accomplished player who gave a lot of color to the game . . . In Britain and in Spain Tony made many friends for American pro golf . . . His close friend, **Ken Venturi**, **Fred Corcoran**, his manager; and **Tommy Jacobs**, chairman, PGA Tournament Committee, were among the pall-bearers at the funeral.

**Paul Hahn** is going to Viet Nam to put on performances for troops who are where the picketniks fear they may have to go . . . Hahn served in the Pacific in World War II and got into golf trick shot operations after that . . . Pine Valley CG President, **John Arthur Brown**, its treasurer **Herbert Adair** and its superintendent **Eb Steiniger** greeted Philadelphia Association of Golf Course superintendents when over 40 of them

Continued on page 92

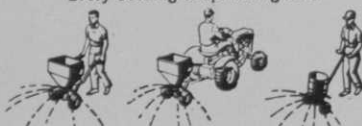
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## GRAFFIS SWING

Continued from page 10

came to the famed Clementon, N. J. course for the organization's July meeting . . . Despite long spell of heat Steinger had the course in fine condition . . . President Brown, in welcoming remarks at dinner, reminded the supers that Steinger has been Pine Valley's supt. for 40 years . . . John Arthur Brown has been the club's only president. . . His marvelous direction of the club goes back to the early '20s.

American Seniors GC with growing fields and wives participating in tournament programs is moving its tournaments from Belleview Biltmore at Belleair, Fla., where the association has been growing for years . . . American Seniors 1966 stroke-play tourney will be at The Breakers course, Palm Beach, Fla., Dec. 12-15 . . . The 1967 match play will be at The Breakers, April 2-8 and the PGA courses Dec. 11-14 . . . Stroke play tournament will be at The Breakers, Dec. 11-14 . . . Program in 1968 is set between The Breakers and the PGA courses.

Best information and publicity job for a new club that we've seen in a long time is that of the new Atlanta CC . . . Its mimeographed Journal is the sort of a newsy job members read . . . Atlanta CC is holding a \$100,000 tournament on the PGA tour Sept. 21-24 and changes its \$25,000 pro-am to July 2-3 . . . Children's Memorial Hospital pro-am at Onwentsia Club, Lake Forest, Ill., June 27, is played Monday after the Western Open ends at Medinah . . . Western Open has Evans



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Caddie Scholarship fund as beneficiary and the Childrens Hospital has received about \$350,000 from amateur participants and spectators . . . It ranks well among golf's welfare operations and gets star pros with children of their own playing or blushing as the Children's Memorial hospital work is of value to every child.

Although pros in getting prize money may be said to be the primary beneficiaries of golf's charity events the fellows really do a better job than they are given credit for as money raisers for charities . . . Golf is far ahead of any other sport as a charity fund raiser . . . As far as we know there's never been a compilation of golf's collections for worthy causes . . . That would make a public relations item for the PGA PR counsel Fred Corcoran who helped clients on the Thunderbird tournament raise a huge sum for Westchester County, N. Y., hospitals . . . Bing Crosby's tournaments have contributed more than a million to Monterey peninsula boys club operations, National Golf Day has raised more than a million and the Western Open golf championship, which is a real difficult and thankless job of promotion, has brought in a bundle for caddie scholars . . . How many more events there are like the Children's Memorial pro-am, I wouldn't even guess but I do know that another pro-am in Chicago, with local pros, annually raises a bale for a hospital and by a long way the biggest of golf's fund-raising events is the annual competition put on by fellows at seven private clubs in the Chicago district which gets more than \$1 million yearly for Chicago charities. •

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