



Swinging around golf

by Herb Graffis

For pro's only

Considering the language difficulties involved in a 42-nation tournament and variable autumn weather, the International Golf Assn. World Cup tournament is conducted with amazing smoothness. The 16th annual World Cup pro tourney played at Olgiata GC near Rome, Italy, in November had almost everything against it except excellent planning and organization, fine hosts and a fine golf course. Canada's team of Al Balding and George Knudsen (569) beat out the Americans, Julius Boros and Lee Trevino (571), for the World Cup team trophy. Italy with Bernardini and Angelini (573) was third. That performance by the host country team means another case of the World Cup tournament booming golf where the home pros do well. Balding won the International Trophy with 274, five strokes ahead of Bernardini.

In the IGA tournament each player is responsible for keeping his own score. His fellow competitor attests the score, and the committee counts the clubs at the first tee. At Olgiata one day intermittently heavy rains and a brief hail storm in late afternoon almost threw a round out, except that during the rain some of the best scoring was done. So what can a committee do?

Trevino flew to Rome from Hawaii where he had won a tournament and contributed \$10,000

prize money to family of the late Ted Makalena. Gary Player flew 26 hours from Australia to Rome, changed clothes, then played a practice round. These fellows are made of iron. This international tournament sponsored by American businessmen in world-wide industry gets vast international news coverage and it gives pros a close-up on other countries and puts pros under responsibility to do their countries credit. They do. Fred Corcoran, who has been IGA tournament manager from its start when the late John Jay Hopkins sponsored it for international good will, and his secretary Doris Sims, have established tournament operating procedure that has become a pattern for international pro and amateur events.

Lot of pro job switches taking effect this year. . . . Gus Bernardoni succeeds Angel de la Torre at Lake Shore CC, Glencoe, Ill. Angel becomes pro emeritus. Angel and his predecessor Eddie Loos were strong advocates of the late Ernest Jones' swing the club-head method and developed many fine golfers. One star protege is Manuel de la Torre, Angel's son, who is pro at Milwaukee CC and plays excellent tournament golf when he can get away without neglecting his members.

Retirements include Victor Foreman who signed off after 43 years as pro at Timuquana CC,

Jacksonville. He is succeeded by Dave Philo, Jr., formerly at Ironwood CC, Gainesville, Fla. . . . Al Houghton after 31 years as pro at Prince Georges CC, Landover, Md., retires to live near the PGA National Course. Houghton was a PGA official in previous stormy years when he fought to tap PGA members to keep the Tournament Bureau going.

Bobby Cruickshank retiring from Chartiers CC, Pittsburgh, after 20 years as pro, but continues as pro at exclusive Gulfstream Club, Delray Beach, Fla., during winter when it's open. Cruicky tied for National Open in 1923 but lost in the play-off, 76 to 78, taking a 6 to Bob Jones' 4 on the last hole . . . It was Jones' first major championship.

Leon Faucett and Max Ewing hosted the Fourth Annual Southwestern Golf Salesmen's Championship Tournament at their Duck Creek Golf Club, December 2. Winners were: Champion, Clayton Stubbs, U.S. Royal; Hard Goods, Joe Rountree, H & B; Soft Goods, Leon Faucett, Leon D. Faucett Company; Executive Flight, Clarence Stobaugh, Wilson. Low Net were: Joe Rountree, H & B; Clarence Stobaugh, Wilson; Joe Evans, Spalding; Clayton Stubbs, U.S. Royal; Gil Barnett, Ben Hogan Golf Company. Long Drive went to Bob Anderson of First Flight; Closest to Hole, Bob Johnson, Pargo Golf Car. □

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Some big parties for old timers: *Danny Williams*, 50 years as pro at The Knolls, Shackamaxon and Crestmont in N.J. was a party boy with his pupils and members hailing him . . . *Julius Boros* was honored at a couple of affairs at Fort Lauderdale; one after he won the PGA and one this winter put on by Robert Trent and Ione Jones and their playmates . . . Another one for *Milfred (Deac) Palmer*, 44 years pro-greenkeeper at Latrobe (Pa.) CC.

Woody Laughinghouse retired after 40 years as a Miami (Fla.) municipal golf official. He and the late Ed Burns, Miami Herald sportswriter, kept campaigning until they brought the Miami area back into big time tournament golf . . . *Jack Koefed*, former sports writer in Philadelphia and New York, now general columnist in Miami, also has been highly effective in developing a big revival in golf real estate and golf tournament development in south-east Florida.

Ed Ginther, pro for Hercules CC, Wilmington, Del., since it started 31 years ago has retired at age 65. His assistant *Herman Schneider* succeeds him.

Al Yates, now pro at Furnace Creek GC, Death Valley, Calif.

He was assistant at Barrington Hills (Ill.) CC . . . *John Gerring* pro at Deerwood CC, Jackson, Fla., from Myers Park, N.C.

Bruce Herd, prominent as a pro at South Shore and Flossmoor in the Chicago district for years and now retired, discovered in his files a Chicago Daily News article covering the 1926 National Golf show at Furniture Mart, Chicago, in which *Joe Kirkwood* was featured. The Illinois PGA had a booth in which Bruce, *George Know*, *Alex Law* and other expert clubmakers were making woods and shafting *Stewart* and *Nichol* irons. There was a picture of a clinic of clubmaking notables in which *Stewart Gardner*, *James Herd*, *Charles Martin*, *Al Espinosa*, *Willie Hunter*, *Phil Gaudin* and *Bill Stuppel* appeared. During the show there was a dinner of amateur and pro veterans of Chicago golf. In 1926 around Chicago there were an estimated 100,000 golfers. The Daily News had a woman golf writer, *Fayette Krum Mulroy*, on its staff. At the Golf Show a fashion show with debutante models was put on as a hospital benefit.

Harold Kirk, pro at Schiffer-decker municipal course, Joplin, Mo., says slow play problem is compounded by increasing popularity of golf. Making play faster is now a major problem of public

course management, according to *Kirk*. He remarks that complaints of players about following golfers driving into them probably indicates that players ahead are playing too slow and need pushing. While the two groups are mauling each other following pastimers should be allowed to play through.

SM Sgt. *Bill Lawrence*, pro-manager, Scott Air Force Base, Ill., for the past three years has been reassigned overseas and has been succeeded by Sgt. *Jack Anderson*, formerly manager, Clark GC in the Phillipines. . . *Bob Howell*, owner of Golf Mart, golf pro equipment and supply dealer in Detroit's suburban Birmingham, recently was featured in a picture story in the Southfield News. Bob, an automobile dealer in Saginaw 20 years ago, sold that business and started the Golf Mart where he now is doing a big volume. Howell has been a director of the Michigan GA for 37 years, its tournament chairman 17 years and treasurer 18 years. For 31 years he's made up the Michigan GA tournament schedule. He was Plum Hollow CC champion five years and still scores well.

Rex Cole is now pro-manager of the Painesville CC, Painesville, Ohio. Previously, he was an assistant pro at The Kirtland CC, Willoughby, Ohio. □

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can be effectively and neatly handled in a large wicker grab basket.

7. Keep Files. The advantages brought about by maintaining good filing systems cannot be overstressed. Inventory files should be kept up to date. You should be able to tell in a moment's notice exactly what you have in stock, what can be reordered, etc. Also start a personal file with a separate file card for each customer. On each card list every purchase (indicate color and size) and the purchase date. Also keep a record of the customer's sizes in every item from shoes to hat. This will serve as a helpful guide to others buying him a gift. If you're really in tune, note lightly in pencil the

items in which he has shown interest. These pencil marks will provide possible gift suggestions for his "I don't know what to buy him" friends and family. You might quickly become the clever source of all great gift finds.

8. Finishing Touches. Add brightly colored paint to your shelves, walls and old wooden cabinets. Keep a vase with fresh flowers (nothing fancy—simple seasonal varieties will do) on your counter. Far from being overly feminine, these flowers will add a warmth and friendliness to your decor, as well as show your own personal interest in your shop. Keep an eye out for novelty structures you might use as display racks.

9. Be a Salesman. Take a personal interest in each club member. Show him personally new items you have in stock. Get his opinion. Ask him for suggestions, and if they're good use them (and show him that you have)! Remember what he likes and dislikes in the way of color and style. Also try to remember what he wears around the club. It'll help him decide what shirt to buy and make a good impression if you can remember what color slacks he has.

Your club member needs you and your advice. But you must win his confidence. These merchandising hints should help you achieve this—along with increased sales. □