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## Swinging around golf

by Herb Graffis

### Financial public relations

**Ben Hogan**, so some in the business of finance say, possibly is the world's richest pro golfer. Anyway, Ben certainly is a successful businessman. If, in his opinion, the Professional Golfers' Assn. had completely and freely educated its members, the golf public and press with its financial statement, there might not have been the player split. The drop-out players believed that tournament operations were making PGA fiscally fat, although the non-tournament pros weren't contributing money to tourney development.

**Warren Orlick** as PGA treasurer made a slight break in PGA's traditional policy of handling its financial statements as if they were a private matter between PGA national and sectional officials.

The **United States Golf Assn.** executive committee's annual report does the kind of public information job its member clubs, the golf public and golf business deserve and need. When the USGA annual consolidated statement of income, expenses and funds unappropriated for the year ended November 30, 1968, showed an expense excess of \$40,281 over the preceding year's excess income of \$87,305, the picture was that the USGA did more for golf than it took in during the year.

The PGA financial statement of home and tourney pros might show the same thing. What the tourney operations financial statement might show in value of services to golf would be an interesting examination.

At the Masters, a pro golfer during an interview in the Bartlette Lounge complained that he was not being proclaimed one of the golfing stars even though he had won \$250,000 in prize money in two years. The writer's comment was amusing—about a nice guy who thought the PGA mismanaged the tournament circuit when he got only a quarter of a million in two years.

The PGA business school and the Players' school obviously could stand plenty more education in financial statements. Such statements are complex in golf business, especially in tournament golf where a tremendous amount of expensive service is contributed by members of host clubs.

**Frank Belwood**, a charter member of the PGA and for many years pro at Garden City (N.Y.) GC, died recently following a long illness. He was nearly 86 and had been retired for about 15 years. He was a competent and beloved man and did all golf an immense amount of good. His widow Alice survives him. Now Walter Hagen and Jimmy Crossan are the only surviving charter members of the PGA. Where is Jimmy now?

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## Graffis

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Another reminder that subdivision architects and golf architects had better work closer together than they usually do is provided by a circuit court suit in Miami, Fla., which asks that a golf club be closed because it is a nuisance. The **George Taylors**, owners of property adjoining a fairway, have been "continually harrassed, annoyed and disturbed by trespassers." The Taylors charged that a bombardment of inaccurate shots had damaged their "fences, trees, flowers, vegetation, grass, building and personal property." Too frequently, golf-residential areas show dangerous lack of coordination in design.

Sorry to say that reports of the minor league tournaments are gloomy. The affairs seldom draw enough to justify the work and expense in putting them on and are not getting much more sports page space out of town than Little League baseball.

**James Vaughn** moved from Miami Valley GC, Dayton, Ohio, to super job at Dearborn (Mich.) CC. **Kermit Delk**, Vaughn's assistant, succeeds him. . . **Dan Quast** now super at Springfield (Ohio) CC, succeeding **Steve Zappe**, who retired. Quast's assistant at Troy (Ohio) CC, **Ronald Coyle** moves into the super spot at Troy.

**Bruce Sering** elected president Chicagoland GCSA. Sering is superintendent at Evanston GC. Vice president is **Fred D. Opperman**, Elmhurst CC; **George Druzinsky**, Thorngate CC, Deerfield, is secretary-treasurer. Board of directors: **Jerry Dinelli**, Northmoor CC; **Robert Williams**, Bob O' Link GC; **Al Johnson**, O'Hare Inn; and **Julius Albaugh**, Westmoreland CC.

**Mickey Gallagher Jr.** switches to pro job at Salisbury CC, Midlothian, Va., from Catawba CC, Hickory, N.Y. **Sherill Austin**

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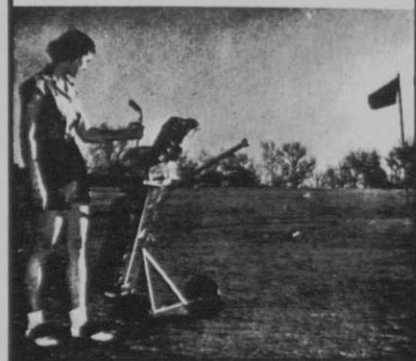
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## Graffis

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moves to the Catawba job from Lake City (S.C.) CC... **Bob Damron** goes to Oak Cliff CC pro job vacated by **Earl Stewart**. Damron was assistant to **Ernie Vossler**, Quail Creek CC, Oklahoma City, Okla.

**Fred Clarkson**, one of that grand clan of Carnoustie natives who gave so much to the development of American golf, died recently in St. Louis, Mo. For years Fred was pro at Glen Echo CC in suburban St. Louis, a post at which he was succeeded by his son Don, who later moved to the pro job at Old Warson CC in the St. Louis area.

**Paul Runyan**, after a long time as pro at La Jolla (Calif.) CC, goes to pro job at Schalle GC, Seattle, Wash. Paul is one of golf's foremost instructors. Like the other top ones, Paul shows students how to learn their own most consistent games. He won the PGA championship in 1934, beating Craig Wood in the 38-hole finale and in 1938 by defeating Sam Snead, 8 and 7, in the final.

**Jim Rountree** goes from DuClay CC, Jacksonville, Fla., to pro job at Ponce de Leon CC, St. Augustine, succeeding **Art Manucy** who is retiring.

The course at the Masters was, by general judgment of the players, in perfect condition. Superintendent **Allen Baston** had invented a brush for his greens mowers that aided in getting the greens in as fine a condition as greens can be made. Weather was ideal with very little wind. New fairway mowers were set at 3/8 inches; greens mowers at 9/64 inches. Pin setting committee of **John W. Fischer**, **Denny Shute** and **Julian Roberts** used the usual four tournament pin areas. Yet Archer's winning score on the

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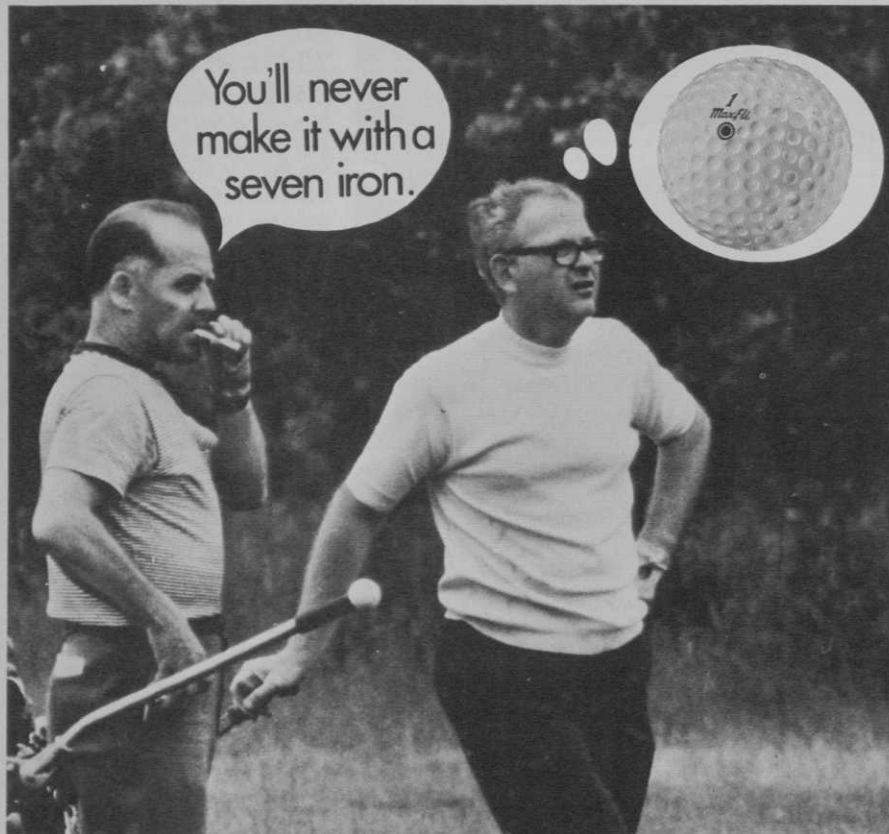
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## Graffis

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3,485-3,495—6,980 yard, par 72 course was 281, four strokes higher than the 1968 winning figure and 10 above Nicklaus' record of 1965.

There was some bellyaching about the course. The complaints indicated the course out-smarted the players. Dr. **Allistair Mackenzie** who, with **Bob Jones**, designed the Augusta National course, had the idea that a great golf course should look hard and play fairly easy or look easy and really be tough. Deception to make the players think was the Mackenzie policy.

**Larry Wise**, assistant to the late Wiffy Cox at Congressional CC, Washington, D.C., named to succeed him. Wise is a good player, has a pleasant personality and is a first-rate teacher. . . **Stan Dudas** resigns as pro at Leo Fran-ser's Atlantic City (N.J.) CC to lease Mays Landing CC, McKee City, N.J., designed by Fraser and owned by a group headed by the PGA president. **Chuch McGuire** succeeds Dudas at Atlantic City.

**Joe Looney** and his teammates on the sports staff of the Boston Herald-Traveler won cheers for their handling of the paper's annual golf supplement, April 6. It was a collection of features with wide scope and authority. Good amount of advertising in it, too; hopefully it will encourage other newspapers to get out golf promotion issues. Men's and women's handicaps in Massachusetts listed by clubs were among the features. Colorful story about Fred Corcoran, Boston ex-caddie whose tournament management made golf an international sport by **Tim Horgan**. **Bob McGarigle** wrote "Video Golf Missing the Educational Boat"; it should be required reading by TV golf program directors and tourney pros and candidates. □