



## Swinging around golf

by Herb Graffis

### Accolades for the pro

There must be some way of getting deserved national recognition for the immensely valuable work the club pros do in promoting junior golf. There's nothing else in sports within a jillion miles to compare with their boy and girl classes.

You can get a faint idea of pro achievements when you consider the sectional pro-of-the-year performances: *Herman Lang* at Inverness, Toldeo; *Carl Beljan* at

*Churchill Valley*, Pittsburgh; *Emil Scodeller* at Annadandale, Pasadena; *Dick Turner* at Mesa (Ariz.) CC; *Hubert Smith* at Arnold Center GC, Tullahoma, Tenn.; *Fairley Clark* at Fort Bragg (N.C.) GC; *Bob Bodington* at Hartford (Conn.); *Les Frinsinger* at Cocoa-Rockledge (Fla.) CC and his pro associates all over that state who've got Florida popping with boy and girl golfers.

Another aspect of the club pros' civic service, which beats any other group of pro sportsmen, is their invaluable work at veterans' hospitals. These pros stick to the job even when there's no sports page publicity; just the good feeling a guy gets when he does something that somebody ought to do, though it's usually inconvenient.

It's quite an honor for a new section (Southern Texas) of the Professional Golfers' Assn. to have its pro-of-the-year *Hardy S. Loudermilk*, Oak Hills CC, San Antonio, named the nation's PGA professional of 1968. Loudermilk's caddie program is a stand-out job.

The United States Golf Assn. increases its prize money for the 1969 Open at Champions GC, Houston, Tex., June 12 to 15, by \$10,000 to about \$200,000. First prize is \$30,000; each pro who does not complete 72 holes again will get \$500. The pro in 60th place will get \$800; \$100 more than in 1968.

USGA Women's Open prize money at Scenic Hills CC, Pensacola, Fla., June 26 to 29, upped \$5,000 to approximately \$30,000, same as USGA Gentlemen's Open winner gets.

PGA or the defunct American Professional Golfers may think they got the USGA to pay out more, but probably the Internal Revenue Service was the reason, because the IRS is the Power Above with the USGA as well as pro outfits.

*Johnny Vasco*, Lehigh CC, Allentown, Pa., was elected president of the PGA Seniors, succeeding *Johnny Gaucas*, Van Schaick GC, Cohoes, N.Y., at the annual meeting of the veterans at PGA National GC. *Denny McGonagle*, Elks CC, Hamilton, Ohio, was elected first vice president; *Frank Socash*, Elmira (N.Y.) CC, second vice president; *Harry Pezzullo*, Mission Hills GC, Northbrook, Ill., was elected secretary-treasurer. Prior to the veterans' annual banquet, they were guests of *John MacArthur* at a cocktail party at Colonades Beach hotel, which John has built into an excellent ocean front hotel.

*Keyem Ovian*, superintendent at Woodmere (N.Y.) CC and Mrs. Ovian were among the passengers

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on a hi-jacked Eastern Airlines plane from Miami to Havana. Kayem says nobody could do any nicer for detoured passengers during their 12 hour compulsory stay than Cuban officials and other natives they met.

What high quality the finale of the Bob Hope Desert Classic had on television with Mrs. Hope, appearing for Bob, who was shut-in by eye trouble, and Vice President Agnew presenting the winner's check to Billy Casper. Neat job of TV commentary by Doc Middlecoff during the event.

Alton (Ike) Rabbit, who was with the USGA Green Section, United States Park Service and Navy, solving turf and erosion problems for about 30 years, retired to go into a consulting service between new clubs and architects. Ike's doing great for both parties, saving them headaches and money. So is Marvin Ferguson of Agri-Systems, Texas, former

USGA Green Section expert. Ferguson's address is: P.O. Box 3757, Byran, Tex.; Rabbit's address is 10823 Burbank Drive, Potomac, Md. 20854.

GOLFDOM's annual Father and Son luncheon at the Golf Course Superintendent's Assn. of America convention was the usual merry, informal affair with the father of the Paul Weiss team sparking the "no speeches" digestive pause with gems from his collection of Pennsylvania Dutch folk lore.

Ninety-four attended, mainly fathers and sons and sons-in-law engaged in course management, GCSAA officials as drop-ins on a busy noon schedule; Robert Abramson and Joe Graffis, associate publishers of GOLFDOM; Frank Biancamano, editor; Warren Heeg, Jr., advertising sales manager; and Herb Graffis, executive editor. O.S. Baker, now 84, with dim sight, but otherwise active, was a guest of honor. Baker was superintendent at Seaview, Boca Raton, Indian Creek, Miami CC, Opalocka CC and Ponnte Vedra

before establishing his turfgrass nursery. Robert Abramson told the gathering that he was happy and proud that the superintendents had adopted the GOLFDOM staff as sons.

B. Hayman Company's "champagne breakfast" for Southern California and Arizona superintendents and their wives was another feature of the GCSAA convention. Warren McCleary, vice president, was the host for absent C.R. McMicken, president of the company.

Pros often have remarked that when the women take over a golf operation, it's done right. Observation of tournaments of women's associations and the women's committee of the USGA confirm that fact. Additional proof was supplied by the job the PGA Seniors Women's Auxiliary did during the PGA Seniors championship. How many times have we been reminded that the senior's wives have been an unrecognized, unappreciated power in the growth of golf as a business and game?

Norman Westfall, superintendent of Waukonda GC, Des Moines, Ia., for 16 years, developer of numerous younger experts in course management, has retired. He has been succeeded by Orrie Goens. Westfall is consultant on course maintenance now, and some of his proteges at the GCSAA convention says it's almost miraculous what his help has done in improving playing conditions at small courses without much boost in budgets. Norman also operates a mower's repair shop, which reminds me that we heard superintendents say many times at Miami Beach, "unless you've got a good mechanic you haven't got a good maintenance staff."

Looking over the schedules of regional GCSAA meetings for 1969, I'd say the host clubs are luckier than they realize. They have the most experienced course managers in their areas examining their layouts and, as pals who are practical, successful men, talk about the situation with the host superintendent. The Mid-Atlantic Assn. of GCSAA does an outstanding job in this respect, with

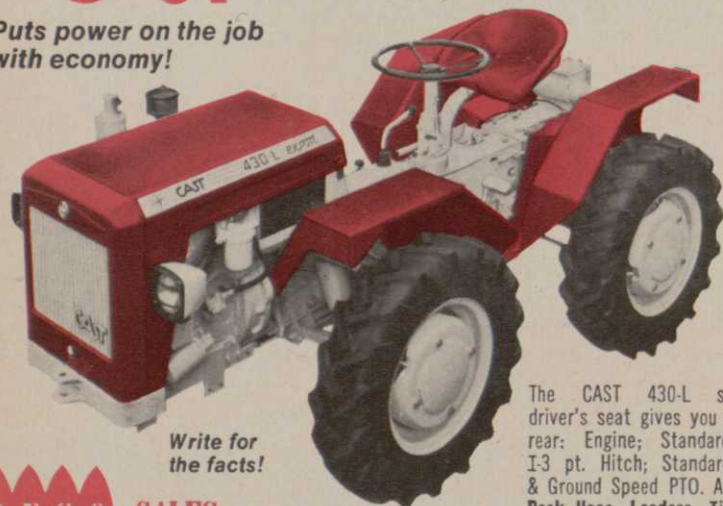
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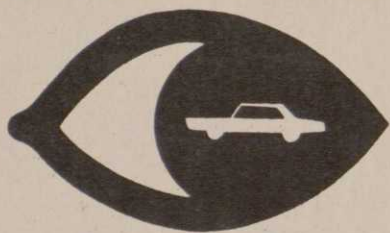
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its monthly news letter reviewing the latest host club's top maintenance personnel, plans, course problems and programs.

Dennis McCammon, superintendent, Springfield (Va.) G & CC, tells what the superintendent is up against for labor in the mid-Atlantic area: "Even at top wages, \$2.50 an hour (in 1967) only gives a man working a normal 40-hour week less than \$80 to take home. It takes every bit of \$100 a week for a family man to get by in this urban area. Many club members are businessmen who have to pay their hourly wage people \$3 or \$4 or up. But when there's talk of pay raise for a key man on golf course work, the boost is regarded as absurd. Not only is the superintendent unable to pay the wage he has to offer to get and hold efficient labor, but he cannot afford to offer anything attractive in the way of fringe benefits. As superintendents, we have enough of a problem getting any fringe benefits for ourselves, let alone for a man who is underpaid."

That's the situation at the majority of good country clubs where players expect courses to be in the best condition. McCammon had guts enough to talk up (and maybe confidence in an equally perplexed chairman to back him up).

John Belanger, protege of Canadian pro Jerry Hout, went from Las Posas (Calif.) CC to Mission Viejo GC (near Santa Ana, Calif.) as fourth pro on the staff. Tom Albach and Bob Harritt also are there with Jack Fleck, who is Mission Viejo's director of golf. We told you three years ago that the director of golf jobs were going to increase because of heavier duties, management problems and opportunities at the larger golf resorts where smart operation of the golf facilities and personnel to a large extent determines the attraction and profits of the entire establishment. But the growth has been faster than we expected. And, happily, the business judgment of the directors of golf in most cases has justified their increased pay and responsibilities.

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USGA continues to have superior clubs and courses asking for its championships. Tournament sites for the strictly commercial events are getting tougher to sign up even at increased rents. Private clubs again are the controversy that resulted in George S. May's Tam o' Shanter abandoning the Big Money Tourney initial period when club members complained about giving up play despite their heavy dues. Resort courses are re-evaluating the advertising and prestige elements of the tournaments after the PGA-APG laundry was washed in public.

Think this tournament picture revision is new? When the North and South Open ended after many years at Pinehurst and the tourney was replaced by the North and South Seniors the whole Pinehurst area benefited by millions of dollars of the older golfers who pay for playing golf.

Bert Purvis, veteran pro salesman in upper N.Y. State, and suc-

cessfully handling popular lines, says some pro salesmen are getting same percentage of commission they got ten years ago although percentage of expenses has increased greatly . . . Purvis says PGA Business Schools have a great deal to teach about pro buying, and has the opinion that costs of time and money involved in pro buying may be an extravagance beyond what pro credit risks used to be in the old days before the credit managers got smart and pros became better risks than sports goods stores. . .

When golf business gets to the point of really learning what is efficiency in handling golf course maintenance budgets, it has to focus attention on the figures of the Southern California GA Committee on cost analysis. The committee found that cost percentages hadn't changed much over five years: labor, 70 percent; supplies, 12 percent; water (you know what that is in Southern California), 10 percent; maintenance and repairs, 6 percent; and miscellaneous, 2 percent.

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Joseph Lanzetta, Jr., now pro at Cranbury (N.J.) GC. His assistant is his son, Joseph III . . . Olin Dutra, US Open winner in 1934 and PGA champion in 1932, leaving Anaheim (Calif.) municipal course to become pro at new San Luis Bay CC, Avila Beach, Calif. This is sixth course where Olin has been the first pro. He started at Fort Washington GC, Fresno, in 1924, then was at Club de Golf, Mexico City; El Rancho Verde CC at Rialto, Jurupa Hills CC at Riverside then at Anaheim.

Use of golf cars in USGA Senior Amateur men's and women's championships now O.K. Caddie shortage in autumn when senior amateur championships are played possibly was more of a reason for car approval than the motorized transportation needs of the elders.

With resignation of James L. Holmes as Mid-continent director, the Green Section and its clients lost a valuable man. Jim came up with right answers for superintendents most of the time.

Bob Spence is finishing his course on Hilton Head Island, S.C. Spence was pro at Port Royal GC, Hilton Head Island. Steve Huggins succeeded him . . . Joe Cowhick goes to pro job at Short Hills CC, Moline, Ill. Cowhick was assistant to Charles Tawse at LaGrange (Ill.) CC. . . Ed Caldwell now director of golf at Cape Coral (Fla.) courses . . . Henry Bontempo given a big party by Springfield (Mass.) Polish-American Club, thanking Henry for his kindness to them during his 40 years as pro at Franconia, Springfield municipal course . . . James K. Thomson starting his 51st year as pro-superintendent at Mohawk GC, Schenectady. He came over here from North Berwick, Scotland, when he was 17 years old and went to work for Ben Sayers, Jr., at Merion. Then in 1914 he went to Little Falls, N.Y., as pro . . . Tom Lundy in his 41st year as pro at Greenville (Miss.) G & CC and with a fine new pro shop.

The Southern California people cite the late O.J. Noer: "A golf course is no place to try to save

money. It's not a place to waste money, either. The difference is good management."

When you hear the superintendent of a new course say that the course architect really designed and built fine greens look at that job. It's a miracle. Look at it again in five years, and if the same superintendent is still there, you've seen golf history made.

George W. Cleaver, superintendent, Chestnut Ridge CC, Luther-ville, Md., makes an apt observation: "When they ask me 'what is the generation coming to,' I reply to my help. I don't know what I would do without the school-boys. You don't realize how much and how well the quick-to-learn high school and college kids have helped with the summer work until they have returned to school and the work crew is cut in half with twice the amount of work to do. Some day we may solve a lot of our course maintenance problems by recruiting high school football squad candidates for golf course work."

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