



## Swinging around golf

by Herb Graffis

### Caddie Operations Manual valuable reading

You can get an idea of the way golf selects lads when you read the new **Caddie Operations Manual**, published by Western Golf Assn., Golf, Ill. 60029, for WGA member clubs. The book costs \$5.

Twenty-five major golf associations finance caddie scholarship plans similar to the Western Golf Assn. Evans Caddie Scholarship program. Today these associations have a total of 1,483 boys on scholarships attending universities. The annual budget for scholarships is \$926,325 of which the largest allotment is the \$225,545 cost of the Western, helping 225 boys in schools now. Since WGA began its Evans scholars' operation in 1930, amateur associations have awarded scholarships to 5,006 caddies. There's nothing else like this program in other sports.

Eddie Barr, Pete Budris, John Chovanec, James Dewling, Ronald Hahn, John Sertic, caddie superintendents; Bob Foppe, pro; James Standish III, executive director, Golf Assn. of Michigan; Gordon Watson, executive director, Wisconsin State GA; the Cincinnati Evans Scholars' committee and the WGA Caddie Services committee consisting of Charles N. Eckstein, Keith H. Bliss, James L. Garard Jr., and Ellsworth Wideman, in sifting materials on 13,136 caddies and

from 179 clubs, are to be congratulated for producing what probably is the most valuable golf book printed in years.

If the Western Golf Assn. Caddie Operations Manual in full or expertly abridged form, isn't required reading in the PGA Business and Players' schools, education of those in the golf business will be gravely neglected.

As I read the WGA caddie book a couple of times, I was reminded that there probably are very few members of golf clubs (including myself) who know as much about playing a course as their caddies know.

Interestingly, the increased use of golf cars hasn't reduced the applications of boys for caddie scholarships. In pleasant weather, when good caddies are available and men and women are playing golf for the exercise, they prefer caddies. And if they're not in condition and want to use a car, most of the prestige clubs in Northern, Central and Pacific states require a caddie to go along, not only to save playing time but to assure caddie supply when the club runs out of cars.

**Carlos Maness** now pro at Etowah Valley (N.C.) CC, taking over from **Joe Walsh**, who is easing up because of illness. Walsh continues in an advisory capacity.

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## Graffis

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Pros who are golf directors at some of the larger clubs are appraising girls on the Ladies' Professional Golf Assn. circuit as possible staff members. Businessmen pros figure some of the girls have learned enough about all aspects of the business to be worth hiring. Such deals would net the girls considerably more than they'd make in prize money on the LPGA circuit.

**Laurie Hammer** now pro at Delray Dunes G&CC, Delray Beach, Fla. . . **Jeanette Rector** quits LPGA roadwork to be assistant to Jack Harden, golf pro at River Oaks CC, Houston, Tex. . .

**George Corcoran** now pro at Eagle's Mere (Pa.) CC, after winter pro work at Marco Island (Fla.) CC and Naples, Fla.

**Harlingen** (Tex.) CC getting new course and clubhouse. **Kirby E. McLain** is Harlingen's new manager. He was at Canyon Creek CC, Richardson, Tex., and Hillcrest CC, Bartlesville, Okla., and in USAF previously.

Women members of **Driftwood** G&CC, Bayou la Batre, Ala., where Telfair Ghioto is pro, showed other club girls how to get \$1 a member for National Golf Day. They set up a road block at the club entrance.

**Jack Ellis**, Los Coyotes CC, Buena Park, Calif., to succeed Paul Runyan as pro at La Jolla (Calif.). . . **Jim Harrison** building an 18 near Foxburg, Pa. Harrison's place will be known as Foxview—a golf and resort home development at an eye-pleasing site.

Golf House "West," 3740 Cahuenga Blvd., North Hollywood, Calif., opens as **Southern California GA** headquarters. Other space is being leased to PGA's Southern California section, Women's SCGA, GCSA Southern California chapter and Fore magazine.

**Alex Sehlmeier**, the oldest

active salesman in golf business, retired recently from Chanderlin Seed Company, Bound Brook, N.J. In 1922, Sehlmeier and the late John H. Melady wrote "Golf Turf," an operating manual for superintendents, which was a valuable classic for years.

**Tom Crane**, retired executive secretary of the PGA, is bouncing back from illness. His program of cobalt treatments to cure his throat was interrupted by a week

in a hospital for "cardiac insufficiency." And Tom with all the "heart" in the world! What a marvelous job he has done for the PGA and pro golf in general since he went with the PGA in 1940—one of the hardest-working, underpaid men in golf business. Pros, club and journeymen, who know what Tom's done for them, are writing him flocks of letters. His address: 673 San Roy Drive S., Dunedin, Fla. 33528. □

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