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by Herb Graffis

SWINGING AROUND GOLF

Success marks 50th birthdays

Several of our foremost clubs have completed their first 50 years. **Longue Vue Club**, Verona, Pa., in suburban Pittsburgh, recorded its half century in an exceptionally attractive book presenting a history of the club written by Alice V. Furlong. Long Vue's clubhouse is built of stone quarried nearby the building site on a steep bluff that provides a magnificent view of the Allegheny River. It has received numerous architectural awards.

The clubhouse and coordinated facilities occupy about 7 1/2 acres, which today would mean a building cost of about \$5 million. Despite immense changes in quality and quantity of available labor since the 1920s, the Longue Vue clubhouse can still be operated with top-grade service without murderous costs. Significant changes in the course, mainly reducing differences in elevation, are mentioned in the history. The first pro was Dale Zimmerman, followed by Willie McKay for 32 years until he died in 1959, then Willie Beljan and now Roland Stafford. The superintendents, William Key, Essler Walker, Robert Buehner and others did very well establishing good golf turf on that rocky rolling ground. Longue Vue's membership from the start included members of Pittsburgh's wealthiest families. Ralph Sykora, manager of Longue Vue during the Club Managers Assn. 1931 convention, and his officers were hosts at a dinner that veteran American- and continentally-trained managers de-

clared was the classic of all epicurean affairs.

Another top-ranking club now entering its 51st year is **Fresh Meadow CC**, Great Neck, N.Y. Fresh Meadow was the scene of the 1930 PGA, which Tommy Armour won, and of the 1932 National Open, won by Gene Sarazen, who with 100 strokes for the last 28 strokes finished three strokes ahead of Bobby Cruickshank and Phil Perkins.

Fresh Meadow's management of those two championships was possibly the best combination of business operation of a tournament and hospitality toward big tournament visitors in the memory of players and golf reporters. Conditions now wouldn't permit much expression of geniality on the part of a membership hosting a major tournament for which it is paying a high purse, other huge expenses and expecting to make money commensurate with the work, the responsibility, the risk, the nuisance and the ingratitude.

Some complain that the **Masters**, by a long way the best business-like operation in golf, is just as cordial to its patrons as Kennedy International Airport. Others, citing incidents of exploitation of visitors during Masters week, believe that late and lamented residents of Augusta were more pleasant to Sherman and his army than they are to Masters customers who, the complainants maintain, are treated as though they were bringing to the town not only cash but leprosy.

Having been at many championships in 50 years, including the Masters since the start, one reporter although agreeing that the big tournaments aren't the friendly, welcoming shows they used to be, has to admit he can't think of what can be done differently to keep the productions friendly, yet under control. Without the limitations **Cliff Roberts**, Masters Tournament Committee chairman, has to exercise in staging that show, it would be a shambles. Without the United States Golf Assn., the Professional Golfers' Assn., the players' committee and club members muscling program ads and ticket sales or involved in a mess of committee jobs, without a tournament director taking a fat cut off the top and without having club members' wives and daughters acting as cab drivers and performing other chores, Roberts gets a few of his fellow members, invites a few competent specialists to supervise proceedings and hires the

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Pinkertons. He provides acres of free parking space. He plans, directs and conducts by far the most successful golf tournament in the world.

Roberts has made more millions, directly and indirectly, for tournament players than any other dozen parties combined. When Bob Jones and Cliff Roberts started the Masters it was just a nice Old Home Week with keen competition, and it went that way until after World War II. Then, about 1950 it exploded into The Big Show. That wasn't accidental. That was Roberts.

Back when Fresh Meadow was a trail-blazing tournament operation, it was doing great for its times, but since then times have changed. Fresh Meadow looked ahead in one way that affected golf commercially more than tournament promotion ever did.

Gene Sarazen was Fresh Meadow's pro from 1925 to 1930 and had as his assistant **Al Ciuci**, a playmate in Gene's Westchester caddie days. Gene always was a playing pro, teaching when necessary but not interested in running the pro shop. Al Ciuci was a promising player, but there was room for only one Sarazen, so amicably Al minded the shop.

Kindly members, including several of the nation's top merchandising minds, took an interest in Al and his shop and made it an exhibit of what they would do if they were pros.

It wasn't long before there was talk nationwide about the Fresh Meadow shop and how it was first with the finest and latest for the members. The Fresh Meadow shop was probably the first really fine pro shop in the United States. Another one has been built near the first tee and will be in operation this year.

Al Ciuci has been at Fresh Meadow 45 years and was Long Island PGA president for 19 years.

Formation of a **pro golf league** patterned after the Florida winter pro league, but with the players guaranteed salaries, may mean again that lawyers will be the big purse winners of the year, just as they were during the PGA family brawl. Promoters of the proposed league, talking of the possibility of the Tournament Players' Division bumping into anti-trust laws, is funny when you consider that the contemplated new golf league may be one of those numerous things in

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commercial sports (such as baseball, football and basketball club ownership) based on tricky evasions of taxes.

Joe Baidy is now superintendent at Oak Hill CC, Rochester, N.Y. He changed from Manor CC, Rockville, Md. At Oak Hill he replaces **Lynn Kellogg** who returned to the superintendent post at Irondequoit CC, Rochester, where he's been prior to the Oak Hill connection . . . **Julius Boros** is easing on the grind and becoming home pro at Aventura CC, North Miami, Fla., with occasional tournament appearances. With his temperament and savvy, the kindly Moose ought to be one of the valuable club pros . . . Everybody's happy to see **Arnold Palmer** get the USGA Bob Jones award for service to the game in the Jones spirit. Arnie's un-failing good manners distinguish him as a gentleman sportsman of whom we're all proud and a bright example of the Bob Jones type of competitor.

Wayne Timberman resigns after 30 years as pro at Meridian Hills CC, Indianapolis. He was a fine player, winning state championships, but he stayed around and worked for the home folks.

Bob Duden who spent some years on the circuit and a good player with the "one bad round" curse, is now pro at Glendover CC, Portland, Ore.

Nobody else in pro sports cheerfully puts on and plays in nearly as many charitable tournaments as the home pros in any district. And they don't play for big money off the top or tournaments or exhibitions. One of many benefits played by home pros during recent months was for the Valley Children's hospital at Fresno, Calif. It was the third annual affair and Fresno men and women are bragging all over the country about what their pros did.

PGA's minor league tournaments in 1971 account for the 1971 total prize money of \$7,124,801 being another record year. The 1971 total of 63 tournaments is eight more than 1970. Major tournaments fell one to a total of 42, but the minor league events increased to a total of 21. The satellite events of players not qualified for the PGA Tournament Division Big Time offer prize money of \$445,000. Total 1971 prize money, if the National Open, the Masters and the PGA pay off as they did in 1970, will be \$373,278 ahead of 1970. Without the minor league money the

PGA 1971 collective purse wouldn't have shown an appreciable advance.

Joe Dey has done very well in nursing along the secondary circuit. The juniors have exhibited very few juvenile errors. There were some signs that the minor leaguers wanted to run the whole show, but the smarter ones cooled that off and Dey was kept in sane and certain control.

Knocking **cigarette advertising** off TV loosens a lot of money, which some believe will go into golf tournament promotion, notwithstanding the PGA and USGA cooperation in American Cancer Society campaigns.

Alcan tournament promoters hope to get a cigarette sponsor when the Canadian aluminum interests have had enough. Liggett and Myers, sponsoring the new PGA TPD match play championship, certainly can't have cigarette commercials.

A new type of long tee was one of the frequent causes of golf car tire puncture last summer. Many superintendents say if players would not drive golf cars on wet soil or within 30 feet of a green, maintenance problems caused by cars would be immensely reduced.

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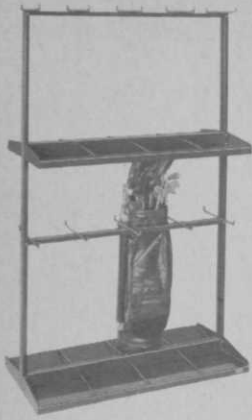
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For more information circle number 230 on card

Gulfstream Land & Development Corp., Fort Lauderdale, Fla., had a press preview and mini tournament January 10th at the first 18 of its 38-hole Jacaranda CC, Plantation, Fla., designed by **Mark Mahannah**. It's the first of eight golf facilities with luxury houses and apartments. **Les Frisinger**, from Cocoa-Rockledge, (Fla) CC and secretary PGA Florida Section is Gulfstream's director of golf activities. Les ought to be one of the best men in golf business for this sort of a planning, operating, development and public relations job.

Job changes which relocate superintendents, professionals and managers this year seem to be about 90 per cent due to fellows switching because of the demand of new clubs. The "certifying" of the competence of managers, superintendents and professionals by their association screening procedures, seems to have done the job better than numerous experienced fellows thought it could be done.

In times past superintendents, professionals and managers were fired more because of club politics, personality clashes with club officials, "acts of God" affecting weather and soil and economic sags in the club than because of incompetence and personal shortcomings. Now the system the department heads have worked out simplifies the task and promises to be far better than the old customary system of unqualified committees grabbing unqualified men.

Superintendents in the Midwest are afraid that this will be a terrible winter for pink snow mold damage. Reports from several parts of the country tell of more tree planting on golf courses than any other fall and winter we can remember... In several sections during 1970 there was improved quality and availability of golf course labor because of the slump in factory employment. Clubs that had raised pay and provided insurance and other benefits got good men who stayed on. And the work accomplished by the new men made them bargains.

Chick Evans is completing his memoirs, which will be published under the title "Chick Evans, Jr." Price is \$7.95. Orders should be sent to Charles Evans, Jr., 8 South Michigan Ave., Chicago, Ill., 60603. □