



by Herb Graffis

SWINGING AROUND GOLF

working for welfare, hospital, business research, educational, veterans' hospital and benevolent causes as the club professionals do.

Last year their National Golf Day was a record \$145,000 net. It went in these grants: \$38,425 to caddie scholarship programs; \$13,775 to United Voluntary Services for use in veterans' hospitals; \$4,350 for the National Amputee Golf Assn.; \$20,300 for United States Golf Assn. Green Section Turf Research; \$18,850 for Golf Course Superintendents Assn. of America scholarship fund; \$31,900 to the PGA Educational Fund; \$17,400 for PGA Benevolent and Relief Funds.

Leading PGA Section in National Golf Day fund raising in 1970 was Michigan with \$45,569. Second was Mid-Atlantic with \$12,392. The Section having the most clubs contribute was Carolinas with 103 clubs and \$6,181 and was seventh place in the nation.

An embarrassing last in National Golf Day fund-raising was the Tournament Players' Division, which has the largest part of its \$7 million annual purse a major expense of fund raising for hospitals and welfare opera-

tions where tax exemptions and free work do very well for tournament golfers.

To the 1970 National Golf Day the TPD contributed only \$176! There was a blunder somewhere in the TPD that made tournament players look bad on professional golf's own fund raising. The boys really aren't that close. Several of them offered their services free for fund-raising exhibitions, but the figure of \$176 out of \$7 million is in print.

May 31st at Old Warson CC, St. Louis, Mo. (where the Ryder Cup matches will be played September 16 to 18) the National Golf Day challenge round will be played by Jack Nicklaus, PGA champion; Tony Jacklin, National Open champion; Shirley Englehorn, LPGA champion, and Donna Caponi, 1970 Women's Open winner. The lower scores of the men and women contestants, in relation to Old Warson's pars, will be targets for men and women paying the \$1 entry fee, who'll play during a two-week period either side of May 31. Chevrolet will sponsor telecast of the Round of Champions.

Frank Sadler, professional at Bell-
(Continued on page 14)

National Golf Day: nothing like it

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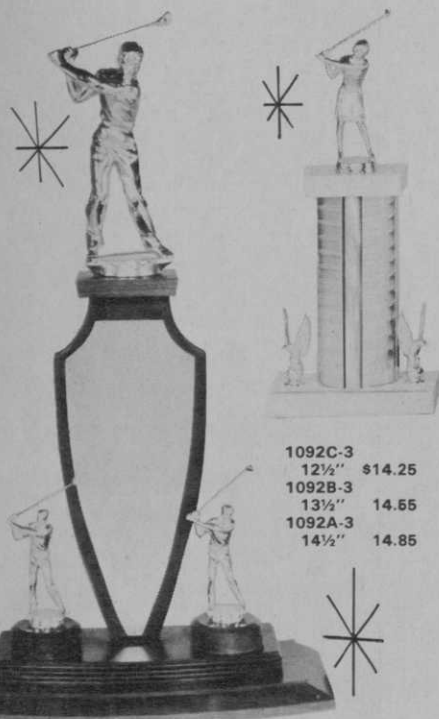
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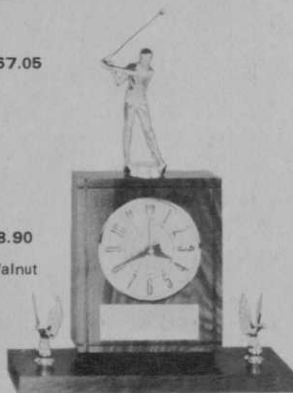
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ingham (Wash.) G & CC for 40 years, has retired and is succeeded by **Tom Parkhurst**, formerly assistant at Broadmoor GC, Seattle . . . **Wayne Sloan** now superintendent at Jacaranda CC, Plantation, Fla. He switched from Timuquana CC at Jacksonville, Fla. . . **Ted Kroll** goes from Franklin Hills (Mich.) CC to be professional at Emerald Hills CC, Hollywood, Fla. Ted, once a star of the tournament circuit, now is mentioned as one of the most resultful teachers.

Maurie Luxford, for years tournament director of Bing Crosby's annual pro am, got the Internal Revenue Service to rule that expenses of "celebrities" playing in pro-am events for charities were deductible. He was a spark plug in keeping the LA Open going. He did many good things for golf and did them ably, enthusiastically and free. Just before he died recently, he was appointed advisor to the 1972 National Open at Pebble Beach. Maurie was awarded numerous honors for his services. Unofficially, he was named the Nicest Guy in Golf by many who have been around the game for years.

Joe Rouse, one of a fine family in golf, is professional at Bonaventure CC, Fort Lauderdale, Fla. He came from pro post at Normandy Shores, Miami Beach . . . **Joe Marschall** now professional at Pine Brook GC, Gloversville, N.Y. He was assistant to Billy Farrell at Stanwich CC, Greenwich, Conn.

Mike Souchak at Oakland Hills CC (Detroit District) gives away \$400 worth of tees and \$300 worth of peppermint candy a season in his pro shop. Mike says it's good business. He sells 1,200 dozen golf balls a year; most of them personalized with name markers he has in the shop. The tees and candy are in large bowls which reminds me of a time when George Low Jr. was an assistant, and a member reached into a bowl and came up with a fistful of tees. "Whatcha gonna do, heat your house with wood?" George asked. Members at the new de luxe Innisbruck apartments-club development at Tarpon Springs, Fla., where Mike is in residence in winter says that Mike is a bright reason for the attractiveness of the place.

Looks like here we go again in the battle of the PGA versus the landlord. PGA's lease of office space at John

MacArthur's Palm Beach Gardens is due for renewal in a couple of years and with it the sponsorship of the PGA National golf courses. Those PGA angles, plus the annual PGA show, numerous winter tournaments, the big circus of the 1971 PGA championship and the up-coming world All-Star pro show of the International Golf Assn. have added and will continue to add millions of dollars in sales value to the scrub land out in Nothingsville that the shrewd John picked up for pennies, promises and trading stamps and made a very attractive residential area.

Whether or not the wasteland northwest of Palm Beach might have been developed as quickly without the PGA connection, even with MacArthur's credit, cash and lawsuits, is anybody's guess.

The guesses, of course, will be directed by lawyers. The wily MacArthur is no stranger to the machinizations of the legal arena.

Keep your shirts on boys, or you may get your backsides burned. It'll be a long time, if ever, before the PGA learns not to be taken by real estate interests. PGA hasn't made a nickle out of Palm Beach Gardens, Dunedin or Pacific Coast real estate promotions, which have handled canny professional golfers like old time country boys standing in front of the sideshow tent.

The PGA-MacArthur lease renewal argument is funny if you're safely out-of-bounds. It already is at the point where talented guys with low boiling points are putting their opinions in writing and their opinions of each other start with something like "dirty crooked son of a bitch" being practically a term of endearment.

Warren Orlick, as PGA president, gets his baptism of fire with the lease fight. Luckily he is a "wait-a-minute" guy and the situation may cool down to normal business IQ on both sides.

Russell Hurt returns as Twin Hills superintendent after being superintendent at the building of Shangi-La Lodge course at Afton, Okla., which will open soon. □

Correction

In the March issue, page 29, of Swinging Around Golf, Al Baka was mentioned as being professional at Purpoodock Club, Cape Elizabeth, N.J. The Purpoodock Club is located in Cape Elizabeth, but in Maine.