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SWINGING AROUND GOLF

NEWS OF THE GOLF
WORLD IN BRIEF



By **HERB GRAFFIS**

Oakland Hills set a new record for the National Open . . . Three days attendance was 47,915, with Saturday drawing a record 20,439 paid . . . Previous record was at Cherry Hills, Denver for the 1960 Open . . . That paid gate was 43,878.

The 61st National Open was smoothly run by Oakland Hills' organization headed by Judge John P. O'Hara as gen. chmn. and the club's pres. Joseph H. Carey . . . Program was a fine looking job . . . Al Watrous became the first to be pro as his club was host to three National Opens (1937, 1951 and 1961) . . . Mgr. Clyde Cyphers had clubhouse food and drink service as good and fast as ever has been seen at the Open, maybe better . . . Supt. Howard Jones and green chmn., Lew W. Smead, were rewarded for their work and worries, the course being in perfect condition.

Shortage of growing weather in spring called for an intensive program when conditions were favorable . . . Jones came close to a collapse . . . Ernie Shave, a son of the great, late Herb who was Oakland Hills supt. for years, came back to help Howard . . . Ernie and Howard were students of maintenance under Herb at Oakland Hills.

Pro shop business up to June 10 in many sections has been hurting but store business in the same territory has been murdered by the weather . . . One prominent pro in the Southeast told Golfdom that his shop business through May was 10 per cent ahead of 1960 which was his top year . . . Several pros in California have reported that first half of this year

will show satisfactory shop business but not top figures . . . Golf apparel and shoe business in pro shops is up to par, club sales are better than expected but ball sales at pro shops have lagged on account of May cold, wet weekends in several districts.

Some pros with whom we've talked and written about shop business the first part of this year have said that the pro rather

FRONT COVER

Sam Snead prepares to finish his winning performance at Dorado Beach, Puerto Rico, in the International Golf Association championships played in June. His partner on the triumphant U. S. team, Jimmy Demaret, has just completed his labors. The U. S. total of 560 won the Canada Cup. The Australian team of Peter Thomson and Kel Nagle was second, 12 shots back. Snead's 272 was eight strokes under Peter Thomason's second-place total. It was the fourth consecutive IGA tournament win for Sam. Pro stars of 33 nations competed at Laurance Rockefeller's superb course.

Photo by Bill Mark

than the weather determines the sales volume . . . One pro told us he had sold 14 sets of irons before he saw the sun at his club this spring . . . It was welcome money, he added, but it was hell on the carpeting in his pro shop . . . Everybody played their new clubs inside.

Bad spring weather isn't the fatal thing it used to be for pro business . . . Recently, in late summer, pros in northern and cen-

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tral states have been doing well in close-out sales . . . Spring golf business goes up and down but the golf Christmas gift business at pro shops continues to get bigger each year.

Shell Oil company is figuring on a television program showing great golf courses around the world. Formula for the program isn't set yet but it is expected to be combination sports, travelogue and people-to-people picture . . . Tournament players are eager to get on . . . Player and Palmer have the call among U. S. pros, of course, and PGA tournament bosses won't dare louse up this one . . . They want to get in . . . Sarazen will do the commenting . . . Tommy Armour turned down the offer . . . Joe Dey helped in selection of the courses . . . Herb Wind is writing the script.

PGA tournament management has established some sort of a record in running off three sponsors who have spent more than \$1,000,000 each on pro golf . . . Frank Pace, jr., head of General Dynamics, gets a bellyful of PGA tournament officials' demands to dictate to him and officials of golf associations in Canada Cup host countries . . . So he passes the International Golf Assn. tournament job he inherited from the late John Jay Hopkins

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over to Sports Illustrated . . . Pace joins George S. May and Elmer Ward of the Palm Beach company as good providers who paid out a million or more, each, to promote tournament golf and received incredibly stupid and greedy treatment in return.

Laurence Rockefeller who had spent \$50,000 on tournament at his guests at Dorado Beach, Puerto Rico, when Dorado Beach hotel and course were new, also got a bad taste of PGA tournament mismanagement when he was put among those in the middle by the mess stirred up when Palmer, Player and Leonard were kept out of the Canada Cup tournament and Memphis Open tournament officials learned only a couple of weeks before starting time of conflict with Canada Cup matches, over 2000 miles away . . . There is no excuse for PGA tournament officials allowing that controversy to pop up at a late date . . . Cancellation of the Oklahoma City tournament when tournament players had been booked for a pro-amateur affair at Detroit compounded the confusion caused by PGA, the tournament chiefs' peculiar performance.

Stardust GC in Las Vegas to play host to Ladies PGA, Oct. 11-15 . . . Prize

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money will add up to \$15,000, largest amount the gals will play for this year . . . Event will officially open Las Vegas' newest 18-hole course which will be finished just in time for the tourney . . . U.S. defeated Canada, 7½ to 4½, in fifth annual Carling Cup matches, played in June at Old Warson CC in St. Louis . . . This was third straight U. S. victory in program affair that was begun in 1957 . . . Canada won the first two matches . . . Doral CC, being built near Miami's International Airport, will be scene of \$50,000 PGA tournament in 1962 . . . It's scheduled for Mar. 21-25 and will be the biggest event dollarwise that Florida has yet offered.

Mid-July opening scheduled for first 9 of Cape Coral County (Fla.) 18-hole layout . . . Dick Wilson designed the 6,600 yd. course . . . Ed Caldwell, formerly at Dublin (Ga.) CC, has been named pro . . . Western Junior to be played Aug. 15-19 on Michigan State U. campus, East Lansing, Mich. . . It's open to any boy 19 or under with handicap of 10 or lower.

Gene Carver and Don Houston begin building first 9 of their semi-private Kentucky GC at Coos Bay, Ore. . . Start work

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on Clearview CC, Montville, N. J. . . . Hal Purdy is architect . . . Elliott Kepler is in charge of construction . . . Ronald D. and Lois Hagen of Hanover, Ill., buy Palisades CC, Savanna, Ill., from George Field . . . The Hagens are operating the course . . . Bruce Irwin building 9-hole Thunderbird GC, South Glens Falls, N. Y.

MacLadsbrae CC 18 plans of Geoffrey Cornish to be built at Keene, N. H. as feature of new subdivision . . . Developing company is Horatian Park Associates, Inc., Harry W. Kent, Surrey, N. H., pres. . . . Joe Allen, John Coyle and Dick Hamilton building first 9 of Hills and Dales GC at Palm View near Bradenton, Fla. . . . Wm. Palmer building 9 hole course north of Parma, Mich. . . . Floyd Hammond, supt. at Sharp Park course, Jackson, Mich., for 20 years, working with Palmer on design and construction of the course.

Singing Hills CC to have 18 adjoining Singing Hills housing development at Dallas, Tex. . . . Milo Clark, active in Dallas amateur golf for years, will be singing Hills pro . . . Clark and Bob King are designing the course . . . Bill Bell designs 18 to be built by Idaho Falls (Ida.) CC; J. M. Parkinson, pres. . .

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