

# Philly Pros Stage Another Big Show

By JOSEPH W. DRAGONETTI

There was something for everybody at the eighth annual Golf Show sponsored April 12th by the Philadelphia section of the PGA. A record crowd attended the program in the ballroom of Philadelphia's Sheraton Hotel.

About 150 pros had an opportunity from 9 a.m. to noon to renew friendships, talk shop and view the latest in equipment and apparel from about 50 exhibitors.

For the general public, the show provided an opportunity to meet, talk to and



Eugenia Slaymaker, president of the local women's golf association, receives trophy for promoting golf in Philly area from Joseph R. Aneda, Jr., PGA section secretary and the show's general chairman.

take free lessons from outstanding pros. Visitors could also attend panel discussions and learn ways of improving their techniques.

Pro Jerry Pisano headed a clinic on basic golf and Ed Tabor handled putting instructions. About 40 other pros gave personal golf instruction.

## Awards Presented

The show was the occasion for the PGA to make some awards for outstanding contributions to the game. Leo Fraser presented a citation to John P. Crisconi, Philadelphia business man and general chairman of the \$125,000 Philadelphia Golf Classic.

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This young lady took off her shoes so she could get a foothold and give it the big twist. Bill Ersek, Springfield (Pa.) pro, studies her swing.



This potential 300-yard hitter gets a tip or two from Toby Costanza, who is the pro at Sunnybrook in Flourtown.




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## *IN BATAVIA, N.Y.*

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Northeastern, Central and Western New York PGA sections staged a two-day business school in April in Batavia. John Henrich (above, white shirt) of Elma Meadows GC ran the club repair seminar. Bill Kaiser (l), H & B sales executive, was the main speaker; and (below) Bill Strausbaugh was imported from the Mid-Atlantic PGA to put on a teaching clinic. A total of 89 pros and assistants attended the school, held at the Treadway Inn.



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## IN CHICAGO

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At pre-show buildup, Bobbie Benitone (Miss Illinois), balanced precariously on Michigan Ave. bridge and swung driver. If she had swayed too much it's doubtful if Nic Bel Castro (l) and Ben Orloff, show officials, could have saved her.



(Right) Wendy Lee Blume, Chicago show queen, gets grip tip from Harry Pezzullo (l), president of Illinois PGA, which sponsored the show, and Ben Orloff, who was its manager. (Above) Arnold Palmer packed them in when he gave a two-hour demonstration.

Holy Week is supposed to be the slowest week of the year in show business, but the Illinois PGA section didn't find it that way when it held its fourth annual golf show on the Easter weekend at McCormick Place in Chicago. More than 55,000 persons poured through the turnstiles to attend three days of clinics staged by Arnold Palmer, Byron Nelson, Marilyn Smith, E. J. (Dutch) Harrison, Mary Mills, Chandler Harper, Herman Keiser, Bob Harris, Jack Fleck, Dick Hart, Bob Brue and others. Illinois PGA section pros helped the golf followers to interpret what was demonstrated. Then, too, there were fashion shows and all kinds of equipment exhibitions.

## IN DANVILLE, ILL.

# Oh, for a Pro's Life!



When Danville CC show opened, Pro Dink was enthroned in chair bearing legend telling what these charming models think of him. One of the ladies even gave Dink a shoeshine.

*Maybe it was the influence of spring . . . but the style show put on for Dink Wise several weeks ago was, well, something you don't often see*

By GENE RAUSCH

(See front cover and page 3)

**Y**ou might refer to it as the "Danville Dream."

When women members of the Danville (Ill.) CC staged a style show this spring, they made it kind of a festival for Pro Dink Wise. He wasn't asked to turn a hand in preparing for it. He did supply golfwear for the models and, as they appeared on the podium, gave them brief golf lessons. Other than that, all he was asked to do was take it easy and just look handsome.

The theme of the show was: "This is our club pro! We all feel sorry for him. Color him solid gold."

In the program notes something was



Model Nola Cox demonstrates midsummer ensemble which is described by Mrs. Anne Meidel.

said about apologies being offered to the composer of the song, "My Coloring Book."

Producer of the show was Mrs. Anne Meidel. A housewife and mother, she finds time to stage style shows in and around Danville and to work as an interior decorator. It isn't often when a pro has access to such a concentration of talent.

The first model to appear was Mrs. Jane Ann Boord, who prior to her marriage worked as a fashion mannequin. Her walk down the carpet was a study in gracefulness, but when it came time for the lesson, that was something else. Wise found that she had difficulty in getting the right grip on a driver and chided her by remarking that she was as "stiff as a board." He later conceded that Mrs. Boord wasn't nearly as inept as he tried to make out. A pro will do anything to make a play on a word, even if it's a poor word.

Mrs. Bev Shea, a lovely mother of five,



Wise tries to get Jane Anne Boord to loosen up a little as she grips the club. This was one of those "how-not-to" demonstrations. Jane Anne, however, hits the ball as far as any woman player at the Danville club.



Pro's wife, Lois, shows off casual outfit. With her is Wise's assistant, Bob Tomlinson.

wore a shorts outfit described by Mrs. Meidel, who doubled as the commentator, as being proof that it isn't how far a woman drives that counts but how she looks in doing it. There was no argument from the audience.

#### She Needed Tranquilizers

The third model, Helen Funk, also fetchingly attired in a shorts ensemble, was too nervous to take a lesson and so the Danville pro gave her a bottle of tranquilizers. Scene four presented a pair of young lovers in matching outfits, but they were so engrossed in holding hands that they couldn't be induced to pick up a club. But that's how spring affects people in Danville.

Mrs. Jeanette Platt followed in another variation of a dazzling summer outfit. She was reluctant to take the pro's advice on swinging short irons and finally ended up swinging quite a tantrum. But even



Lincoln Werden, New York Times golf expert, was heard to remark that the most of the players in this group "are liable to shoot anywhere from 117 to 147." And that's just what most of them did when they invaded the Dunes Golf & Beach Club, Myrtle Beach, S. C., a few days before the Masters for their annual carnage. They were guests, as they have been for the past several years, of Pro Jim D'Angelo and Dunes members. In case you haven't already recognized anyone here, you are beholding the members of the Golf Writers A.C.

though she had a wedge in her hand, nobody got hurt. It was all in fun.

#### **A Deal Is Offered**

Model Six, who wore a striking blouse and skirt outfit, was given a lesson in the care of clubs. Wise tried to polish some beat-up irons that she displayed, but finally gave up in despair. He offered her an unusually good trade-in deal if she would quietly steal away and throw the clubs in the nearest body of water.

The seventh model was given instruction in the proper way of addressing the ball and, after overcoming a tendency to introduce the discotheque, did a fairly creditable job. Nola Cox, conceded to be one of the most attractive brunettes in the production and perhaps a little too anxious to make a good showing, displayed symptoms of having putting jitters. When she missed a half dozen taps from within two feet, Wise sent her away to calm down with a can of beer.

#### **Dink Goes to Work**

The finale was staged with some fanfare. Producer-Commentator Anne Meidel held up a "Color him solid gold" sign, a burlap bag emblazoned with gold dollar signs was brought out, and everyone present at the style show was urged to leave the clubhouse and repair to the pro shop where they could purchase any or

all of the attire they had seen modeled.

That was the cue for Dink Wise to get down there and go to work — for the first time all day.

#### **Organize PGA Chapter**

Formation of a Western Massachusetts chapter of the Conn. section of the PGA has been approved. At an organizational meeting the following were elected officers: Frank Kringle, pres.; Jerry Gianferante, vp; Art House, 2nd vp; Ed Howe, Alan (Red) Mackintosh and Dan Webster, directors. The Western Mass. pros will continue to promote the Junior golf programs held each Friday. All pro events are scheduled to be held on Thursdays in order to avoid any conflict with previously scheduled Conn. section events.

#### **Farm Land Value**

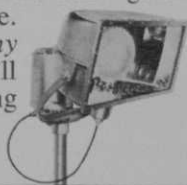
Farm land in California and Texas is estimated to be the highest priced in the nation because so much of it is irrigated. Average value of farm land in these two states is not available, but in Illinois where land prices are considered high, it is estimated that the average value of an acre is \$348. This compares with \$293 an acre in Indiana; \$282 in Ohio; \$265 in Iowa; \$218 in Michigan; \$171 in Kentucky; \$168 in Minnesota; and \$139 in Missouri.

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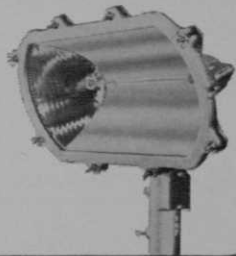
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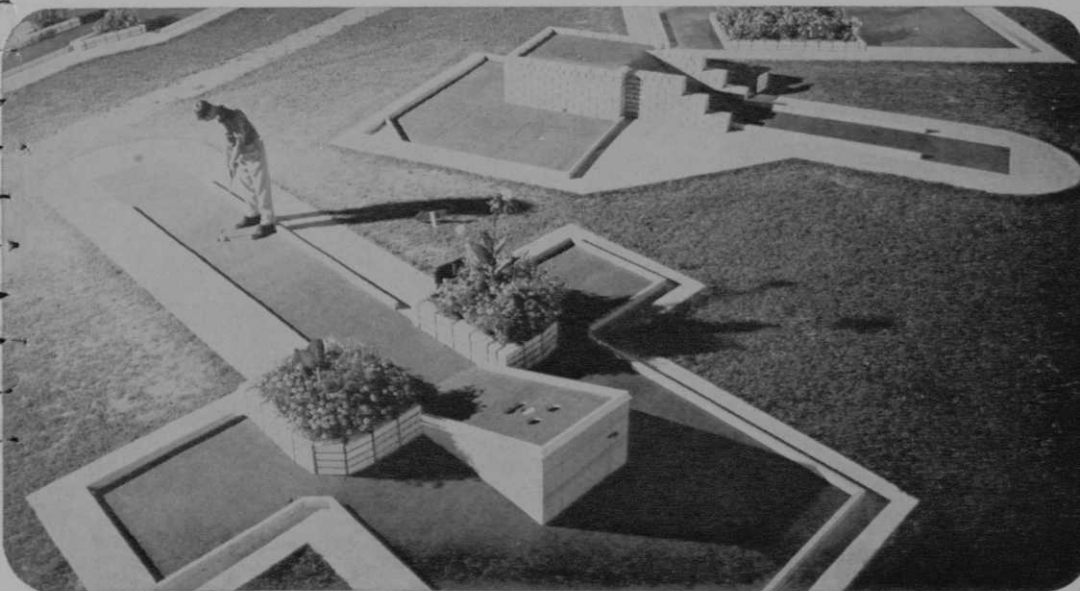
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