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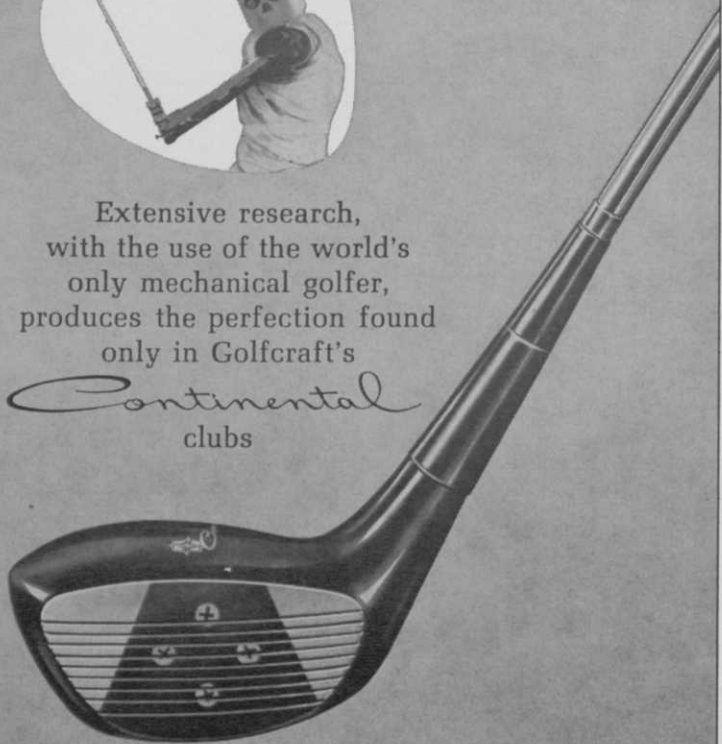
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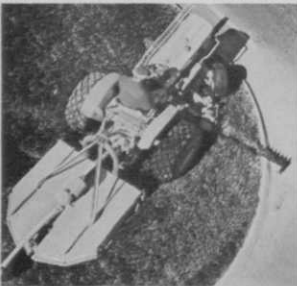




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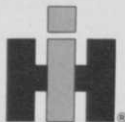


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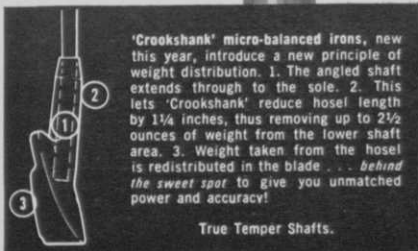
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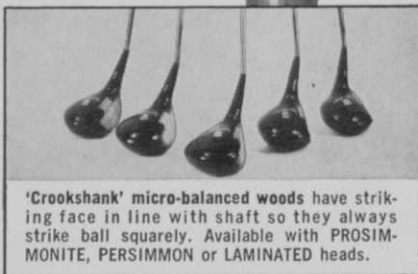
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# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Clubhouse tickets for the 1966 National Open at Olympic Club, San Francisco, June 16-19, sold out early . . . Masters tickets also were gone early this year . . . Not much chance of any of the other tournaments this year coming close to the Crosby tournament attendance . . . Bing's Clambake drew 120,000, 43,000 on the concluding Sunday . . . **Maurie Luxford**, general chairman, Golf's Golden Circle, which raises for the Jaycee-sponsored Los Angeles Open, hopes to have the kitty up to \$100,000 for 1967 . . . Luxford also busy already on plans with **Bing** and **Everett Crosby** and other teammates for 1967 Crosby event.

Twenty-fifth anniversary tournament of Women's Collegiate Golf Association, June 19-24 being played where the event was started, on Ohio State university's Scarlet course . . . **Miss Gladys E. Palmer** and faculty of Women's division of Ohio State physical education dept. organized and ran the initial event which had 38 players and was won by **Eleanor Dudley**, U. of Alabama . . . The championship was suspended during war years 1942-1945 . . . Now the championship is conducted by the Tripartite Committee on Golf, which includes representatives of the National Association of Physical Education for College Women, the Athletic and Recreation Federation for College Women, and the Division for Girls' and Women's Sports of the American Association for Health, Physical Education and Recreation . . . Maids who've become famous in amateur and pro golf made their debuts as major champions in the Women's collegiate . . . Matrimony

claimed more of the Collegiate champion than pro golf . . . Maybe matrimony is easier work.

**James L. O'Keefe**, president, Chicago District GA and former president, Western GA is subject of a sparkling tabloid biography **Charley Bartlett** wrote in the USGA Journal—Father Bartlett told of O'Keefe's versatility as a collegiate champion swimmer and diver, golfer, musician, singer and dancer with **Whiteman's** and other bands, and successful lawyer. The O'Keefe story moved Bing Crosby and buddies to telephone Jim—Los Angeles to Chicago—early one morning saying "We've read about great things you've done but to settle an argument weren't you also the first guy to break the 4-minute mile?"

Seems there's been a record set this year in delays of PGA tournament rounds because of weather, but what hasn't been in the papers has been murderous effect of spring bad weather on pro shop sales in many areas . . . Superintendents in some localities also have been given ulcers by soaking rains preventing spring work on courses . . . Rains, according to one worried superintendent, stopped only long enough to allow a few eager addicts to tramp on soggy greens and start what'll be trouble next summer.

Big turnover in jobs has a lot of new ones in professional and superintendent posts but not so many changes in managers' connections . . . **Jim Wright** at Inwood, **Jack Doss** at Elwood and **Jerry Pittman** at Creek Club are three new pro assignments in the New York Metropolitan district . . . Doss replaced

Continued on next page

## HERB GRAFFIS

Continued from preceding page

*Phil Turnesa* and *Pittman* succeeded *Bert McDougall* when Phil and Bert retired after many years of service to their clubs.

Leading clubs gradually are working out decent retirement plans for faithful and diligent employees who never have been overpaid . . . Seasonal nature of golf club operations, frequent changes of officials and non-union employment, plus so many of the private clubs' operating in the red, have delayed establishment of retirement plans by the clubs . . . A few of the older pros who have partially retired have gone to smaller clubs where the work isn't heavy . . . And what a great break that has been for members of those smaller clubs in getting expert pro service.

Cape Cod's oldest club, *Cummaquid GC* at *Barnstable, Mass.*, opened this spring with a new automatic irrigation system on its nine-hole course and a rehabilitated clubhouse . . . *Cummaquid* was organized Aug. 17, 1895 and is believed to be the second oldest club in *Mass.* . . . *John Reid*, one of the organizers of the *USGA* and a founder of *St. Andrews* at *Yonkers*, had a summer home in *Cummaquid* . . . *Darrell Sheperd*, president, and *Albert S. Cross*, green chairman, got the improvement program going . . . *Bill Edlund* is superintendent and *Bill Spratt* is professional . . . *Warren Lafkin*, who died recently in *White Plains, N. Y.*, was one of the veterans who built the *Toro* distribution system . . . He was hired by *J. S. Clapper* to work in *Indiana*, then started the *New York Toro* company in *Yonkers*, later moving to *Scarsdale* then to *White Plains* . . . He was VP of the *O. J. Noer Turf Research Foundation* . . . *Mrs. Lafkin (Matty)* and *Warren* were a merry and hospitable pair, widely known in golf business . . . She survives him.

*Grant Wardlaw*, now pro-manager, *Cottonwood CC*, *Glendive, Mont.* . . . His wife *Lou*, also experienced in golf club work, also will be at *Cottonwood* . . . They came from *Silver Hills CC*, *Novato, Calif.* . . . *Hugh Egan*, formerly head of the *Junior Chamber of Com-*

merce sports committee, now on the business staff of *Nordic Hills CC*, *Itasca, Ill.* . . . *Shell Oil's "Wonderful World of Golf"* announces that its sixth year of eleven one-hour color TV shows will start in *January, 1967*, with *Jimmy Demaret* joining *Gene Sarazen* for talking. *Jimmy* will be general announcer and *Gene* will continue with comment on the courses and players' techniques . . . *Gordon Biggar*, *Shell's* vp of public relations, says *Peachtree GC* at *Atlanta* will be U. S. course on the 1967 *Wonderful World* program with *Bob Jones* as honorary referee . . . Among the 1967 *WW of Golf* stars will be *Ben Hogan* . . . Contests will be filmed in *Mexico, Venezuela, Bermuda, Morocco, Italy, Wales, France, Germany, Netherlands* and *Canada* as well as at *Peachtree* . . . *Shell's* show is so far ahead as the most interesting, best-selling television show in golf that any one of the rest could be second without viewers caring much.

*Masters* as golf TV news gets lots of eyes and ears because it comes at a time of the year when millions of golfers north are inside . . . *USGA* did a nice thing for women's golf in picking up an *NBC* charge of \$15,000 for the first telecast of the *USGA Women's Open* . . . *NBC* couldn't sell that event to a commercial sponsor . . . Hence *USGA* knocked the \$15,000 off the \$70,000 *NBC* has contracted to pay for telecasting *USGA* championships . . . Nobody wants to pay for the other *USGA* championships (except, of course, the *U. S. Open*) . . . Shows how amateur golf has dropped as a competitive attraction . . . *Joe Dey* recently recalled that in 1930 when *Jones* completed his *Grand Slam* at *Merion* there were 3,109 season (six days) and 16,796 daily tickets sold, and at *Canterbury* for the 1964 *National Amateur* there were 1,065 season and 792 daily tickets sold.

*Ladies PGA* tournaments are steadily increasing their draw . . . Most sponsors are repeating and increasing purses for 1967 . . . *Robert Bruce Harris*, owner of the *Delray Beach (Fla.) CC* where a decidedly successful *LPGA* tournament was held this past winter, will be host to the girl pros again next year . . . *Harris*, one of the top golf architects

Continued on page 60