

# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Problems of prosperity cracked the usual serene operation of the Masters . . . Newspapermen's threatened walkout after being refused admission to the lockerroom was averted after discussions between Masters officials and officials of the Golf Writers Assn. . . . **Hogan** and **Venturi** specifically denied they'd asked for the scholarly privacy that players (prominent and mere gentlemen of the ensemble) were said to have requested . . . The Masters has by a long way the best press facilities of any of the tournaments and usually has the largest coverage, including enterprising reporters of large and small papers who aren't content with those mass interviews that almost invariably are monotonous . . . These bulk snow jobs, whether in politics, sports or business, produce an automation sort of a story that very few read . . . Nobody knows any better than **Cliff Roberts**, and **Bob Jones** that newspaper coverage of the Masters built the event into being a rich sports package for television . . . That understanding attitude accounted for settling a controversy that could have badly damaged the Masters' tournament prestige and done pro tournament golf no good.

Atlanta Journal commented editorially on the paradoxical situation of the Masters being sold out of tickets yet blacking out TV coverage of the event within the area from which most of the gallery comes . . . That's a tough one to answer as there's a possibility that if the Masters were televised locally it wouldn't sell all available tickets . . . However the World Series doesn't seem to ruin local ticket sales by televising the games . . .

Television is a poor substitute for the beauty of the Augusta National course and the delightful, unique atmosphere of the Masters . . . Further, TV actually makes the Masters only a four hole tournament and misses seven or eight of the most exciting great holes of the course where the tournament is lost or won.

Not much doubt about **Jack Nicklaus** being the Big One of golf . . . As **Bob Jones** observed last year Nicklaus has the finest swing he ever saw (and Bob's seen all the good ones) . . . Jack misses some of the putts in mortal error but doesn't miss as many as the opposition . . . Again **Hogan**, at 53, at the Masters, was amazing . . . If he could putt like Nicklaus, he and Jack still would be playing off.

Newspaper golf writers have been talking about how long it will be before the USGA, the PGA, officials of the Masters and other tournaments will alter The Rules of Golf Definition 29 so it will read "The 'stipulated round' consists of playing 18 holes of the course in their correct sequence, unless otherwise demanded by the outfit which has bought the television rights."

Industrial league programs at fee courses this year will be as heavy as most courses want to handle . . . Fee course management doesn't want to take the chance of booking so much league play that individual business is shut out, which is a mistake made by bowling lane owners . . . Morning leagues of women golfers are getting to be a big thing at par-3 courses . . . Annual tournament of Golf Writers Association at Dunes G & Beach Club, Myrtle Beach, S. C., was livelier

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# Master COMBINATION PADLOCKS

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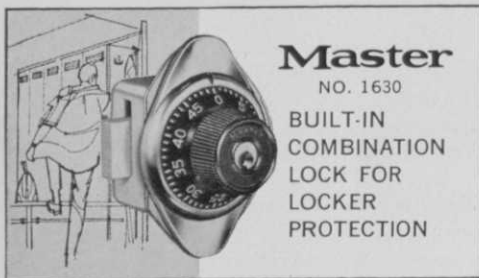


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## HERB GRAFFIS

Continued from preceding page

than ever with scores generally being the sort gentlemen don't mention in mixed company . . . Two more courses going in around Myrtle Beach, partially the result of nationwide publicity the writers' event has produced for Myrtle Beach as a very attractive east coast golf resort.

At the Golf Writers Association annual dinner Dunes former President *Spivey* gave the club's beloved and canny pro *Jimmy d'Angelo* a substantial check as a "token" of the members' appreciation . . . *Spivey*, *Charles Krampf* (another Dunes ex-president), and the rest of the club's members are really of the elect . . . They "appreciate" in cash, which at times is one of the loveliest expressions of true love . . . *Edna d'Angelo*, wife of Jimmy, didn't stage her customary affairs for writers' wives . . . She's been in and out of hospitals . . . A sick girl with amazing vitality and as pretty as a Valentine . . . *Rev. Ed Campbell*, formerly sports writer for Charlestown (S.C.) News Courier, now is an Episcopalian minister . . . He won the Golf Writers' championship two years . . . *Wally Wallis*, Daily Oklahoman, retiring president, GWA, *Dana Mozely*, New York Daily News, now the writers' president; *Bob Drum*, former GWA president and *Charles (Bishop) Bartlett*, the scribes' secretary, took a chance of excommunication by *Joe Dey* of the USGA by cutting *Rev. Campbell's* Allentown mission in for 10 per cent of the Golf Writers' Calcutta . . . Maybe that's a sin in the eyes of those On High in the USGA but consensus of theological authorities is ain't gonna be nobody go to hell on account of ten per cent of anything you can get out of golf writers . . . *Dey* privately expressed the devout hope *Rev. Campbell* didn't wind up with Confederate money from the writers.

*Bill Casper* going to Viet Nam to entertain American troops was one of those things where a top star of sports gets a star in his crown but not much ballyhoo in print . . . Letters from U. S. lads in that forlorn country give *Casper* top sportsman rating even from soldiers who never played golf . . . *Casper* certainly isn't allergic to doing a mighty decent

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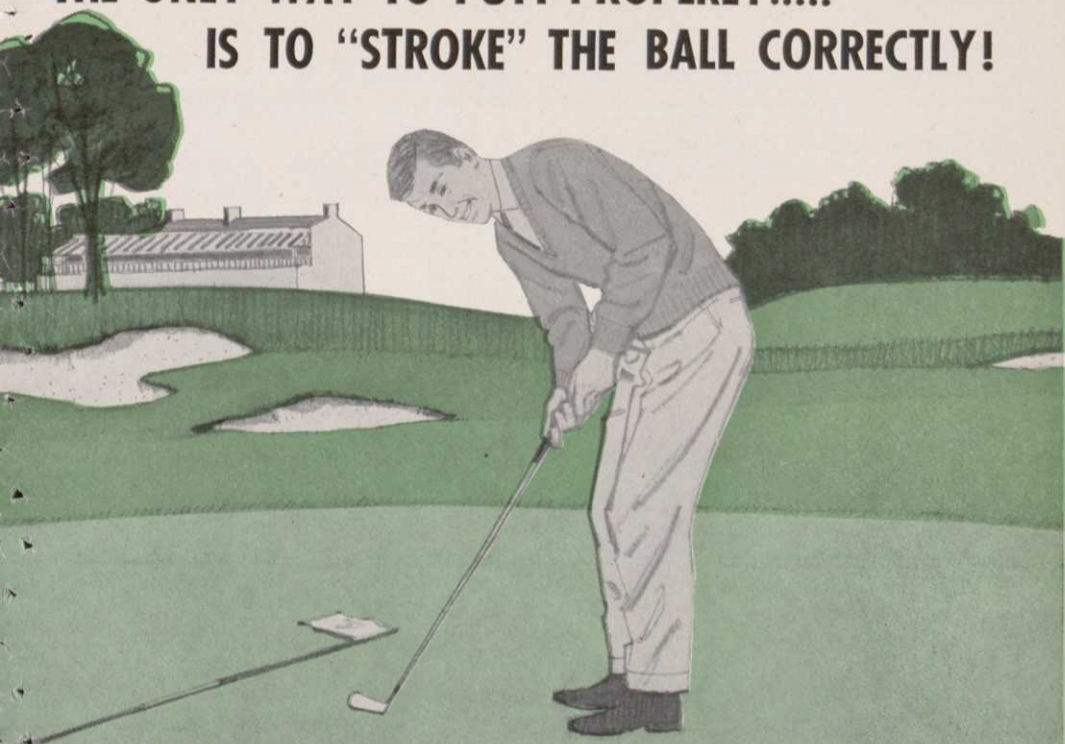


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# The Golf Business OUTLOOK

## **PGA zeroes-in on 'pension plan'**

The new administration of the PGA has been quick to respond to its members' biggest complaint—lack of a pension plan. For years, PGA members have been looking with envy at other professional athletes who have the security of a solid retirement program. Their complaints achieved little. The subject of a pension plan never received a prominent place on the PGA agenda. Until now. With Max Elbin as their president, the professionals now have a champion for their cause. Elbin took over the chair determined to give the matter top priority. This was evident when he hired Robert T. Creasey as the new PGA executive director. Creasey is a pension and welfare fund expert, and he's been busy exploring potential programs for PGA members. It is a complex problem. Under the present structure of the PGA a typical pension plan could not be established without tax complications. But other approaches are being studied, and Elbin is dedicated to having some type of program functioning before he vacates the president's chair.

## **Rough voyage ahead for the Club Manager**

Spiraling food costs and a severe shortage of seasonal personnel are two of the worst problems confronting the club manager. There could be others, however, before the season reaches its peak. Many clubs already have raised their food prices. Others, preparing for the warm weather rush, are in a state of confusion. Food costs have been jumping so erratically that many managers are wondering how much of an increase should be made in menu prices. One club manager reports that the price of ham leaped recently from 87 cents to \$1.35 per pound within a period of 10 days. Other food items which have shown a fluctuation of one or two cents per pound over the past year now are showing variations of from five to 10 cents per pound. All of which will add considerably to the manager's planning and buying problems over the coming months. In addition to this headache, management also must come to grips with manpower shortages. The military draft call in May was the highest so far this year, with the possibility of even greater increases in the following months. And early reports indicate that many collegians will pass up typical summer vacation jobs to shoot for better-paying temporary posts in industry. All industrial areas are hard-pressed for help and appear willing to up the stakes for immediate assistance. Collegian waiters, bus-boys, caddies and the like will be hard to find after June 15 unless clubs are able to fend off this type of competition. Clubs already have been reporting a steady exodus of dining room personnel in the wake of the Internal Revenue ruling on reporting gratuities. Waitresses and waiters have been switching from the country club, where their tips are generally recorded in black and white on the check, to restaurants where they can collect their gratuities in cash.

## **Score cards—should players be responsible?**

"When a prominent player makes a score card error causing his disqualification—as Doug Sanders did in failing to sign his card at Pensacola—more than the immediate case is involved," says Joseph C. Dey, Jr., Executive Director of the USGA in an article in April USGA GOLF JOURNAL. Dey points out that golf is unusual among games in the degree of responsibility which the player must assume. Usually, he is his own referee and must call infractions against himself. There is a strong sentiment that scorecard errors should not be penalized more heavily than those made during play. Whatever your feelings on Rule 38, now's the time to write. The USGA will study "all suggestions of merit" it receives.



# Now you've really got things stacked against summer turf disease

Here are your three best programs for control of *all* major summer turf diseases. Just pick one—any one—and start spraying now!

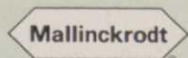
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## National Golf Foundation grows

*23 new members and a capacity attendance highlight its 1966 Annual Meeting in New York City.*

The National Golf Foundation, like the game and industry, is experiencing dazzling growth. At the Foundation's 1966 annual meeting in New York City, it was announced that 23 new members had been added to the rolls since last September, pushing the membership total to a new high mark.

The Foundation also revealed that it expanded all divisions of its service in 1965 and expected an even greater increase in '66. Carl J. Benkert, president, William Bommer, vice president, and George J. Herrmann, secretary-treasurer, were re-elected.



*National Golf Foundation's officers for the year, left to right, Carl J. Benkert, George Herrmann, Bill Bommer and Harry Eckhoff.*



*Joe Graffis, Sr., (right) accepts gift for his absent brother, Herb, from NGF president, Carl J. Benkert. Herb retired from NGF board.*



*John M. Ross, left, Editor of Golf and Golfdom, chats with George J. Herrmann of NGF at luncheon preceding annual meeting.*





*Left, clockwise, Dick Tarlow, Robert A. Eaton, Joe Wolfe, Harry Colburn, Bud Wilkinson, Joe Grafis, Sr., Jack McGrath and Robert J. Abramson.*



*Left, clockwise, Harry Eckoff, E. C. Tantum, George Bauer, Howard Gill, Ray Bitner, Ralph Thompson, Carl J. Benkert, W. T. Hingfield.*



*Left, clockwise, T. A. Kelly, Bill Paddock, Jim Hogg, George Fazio, Bill Davis, Ben Hardesty, E. R. Hames, R. E. Lane.*



*Left, clockwise, Vaughan Clay, Paul McDonald, Dick Young, William Bommer, Robert Graham, Frank Waters, Stan Stephenson, Dick Mankey.*



*From the front and moving clockwise, Leo McNamara, Robert D. Robinson, Tom Bryant, Robert D. Rickey, Dud Wallace.*

# Glancing at golfwear

By **JOYCE HAKLAR**

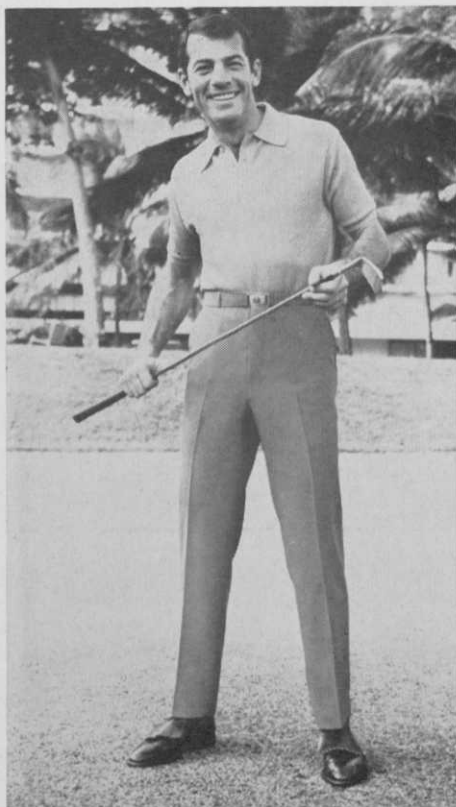
Golf / Golfdom fashion editor

**T**he New England P.G.A. Golf Exhibit at the Staler Hilton, Boston, last month once again proved to be one of the largest shows in selling volume for a one-day show . . . And it didn't even run its full day . . . Although the exhibit was to have been open until 6 p.m., competition from another golfing group—Nicklaus, Jacobs and Brewer—dispersed the crowd at 5 to every available TV set for the Masters playoff.

The **Kimberton Co.**, formerly The Bartholomew Co. of Chester Springs, Pa., is featuring a new fan flair skirt . . . The design is unique and should be well-accepted by the ladies . . . The skirt is a wrap around, pleated, buttons down the front and the waist band is a draw string . . . It can be folded on its pleats and packs small enough to fit in a glove compartment or golf bag . . . The item is available in madras, thai cloth and denim . . . Kimberton also manufactures a select line of men's and ladies' club emblem shirts.

The **First Flight Co.** recently signed contracts with **Manhattan Shirt Co.** and **Asher Slack Co.** to represent both manufacturers in pro shops . . . Manhattan produces a full line of men's and ladies' sports apparel and Asher manufactures Gary Player golf slacks (see photo).

**Jaymar-Ruby**, men's slack manufacturer of Michigan City, Ind., has named the following five new sales representatives: Philip Schaeffer, New York state exclusive of Metropolitan New York City area; Steve P. Hair, Washington, Oregon and Western Idaho; Sherman A. Klein, metropolitan Los Angeles and adjacent cities; Louis J. Mele, California from Bakersfield south with the exception of metropolitan Los Angeles; and James A. Suzewits, area of Wisconsin, Illinois, Kentucky and Tennessee.



*The use of synthetics in golfwear can now cover the golfer from head to toe. Above is a shirt of Orlon, Gary Player slacks by Asher of Dacron and Orlon, and Etonic shoes of man-made Corfam.*

**Charles A. Eaton Co.** of Brockton, Mass., will be sole distributor for the **Palm Beach Co.** in pro shops, according to Chuck Cummings, vice-president, sales . . . Etonic features a vast line of men's and ladies' golf shoes, street shoes for men, sweaters and shirts for men and Etonic by Harburd apparel for ladies. •